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24.07.2015

# Newsweek®

## THE LAST DAYS OF ROBERT MUGABE



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# Newsweek

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## Editor's letter

## The piers are pummelled by the waves



**Richard Addis**  
editor@newsweek.com

In case you missed the news, there'll be one more edition of this magazine under me and my team and then it will fall under the guidance of the US parent team and their editor-in-chief, Jim Impoco, a rather brilliant editor who also has a fantastic inner circle of senior journalists such as Kira Bindrim, Bob Roe, Claudia Parsons and Nicholas Wapshott. So things are likely only to get better for *Newsweek* devotees.

That said, *Newsweek Europe* has had a glittering first year.

I've just been going through the archives of *The Browser* – catchline "Writing Worth Reading" – the leading journalistic filtering service. Over the past year it has picked a huge number of our pieces.

Among them you'll find a raft of international scoops about President Putin, Oscar Pistorius, the invasion of Ukraine, African pygmies, homegrown jihadis, Tony Blair, Alex Salmond, people trafficking, and how the Renaissance was built on eggs. These articles represent

journalism burning brightly. I will never forget the writers who spent months researching and honing their sentences, the photographers who found their visual counterpoint, the editors who crafted the packages on the page, the designers who breathed life into ink, the assistants who answered the phones, everyone's disregard for hours worked and the sharp, driving desire to make words count.

And yes, of course it was worth it. Absolutely.

# Newsweek

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### Awards 2015

**BSME Rising Stars: Best Original Feature Idea and Best Print Writer (highly commended)**



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*On the ground in Syria*



*On the migrants' plight in Sicily*



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# Big shots

**Northern Ireland**

## Whistling in the dark

A Protestant bandsman plays his flute in front of a bonfire at the New Mossley housing estate in Belfast to mark the climax of the Orange Order's marching season. According to tradition, the bonfires commemorate the lighting of beacons to guide the ships of Protestant Prince William of Orange through Belfast Lough in 1690. William successfully landed his forces and defeated his Catholic opponents by the following year.

**Photograph: Charles McQuillan/**  
**Getty**



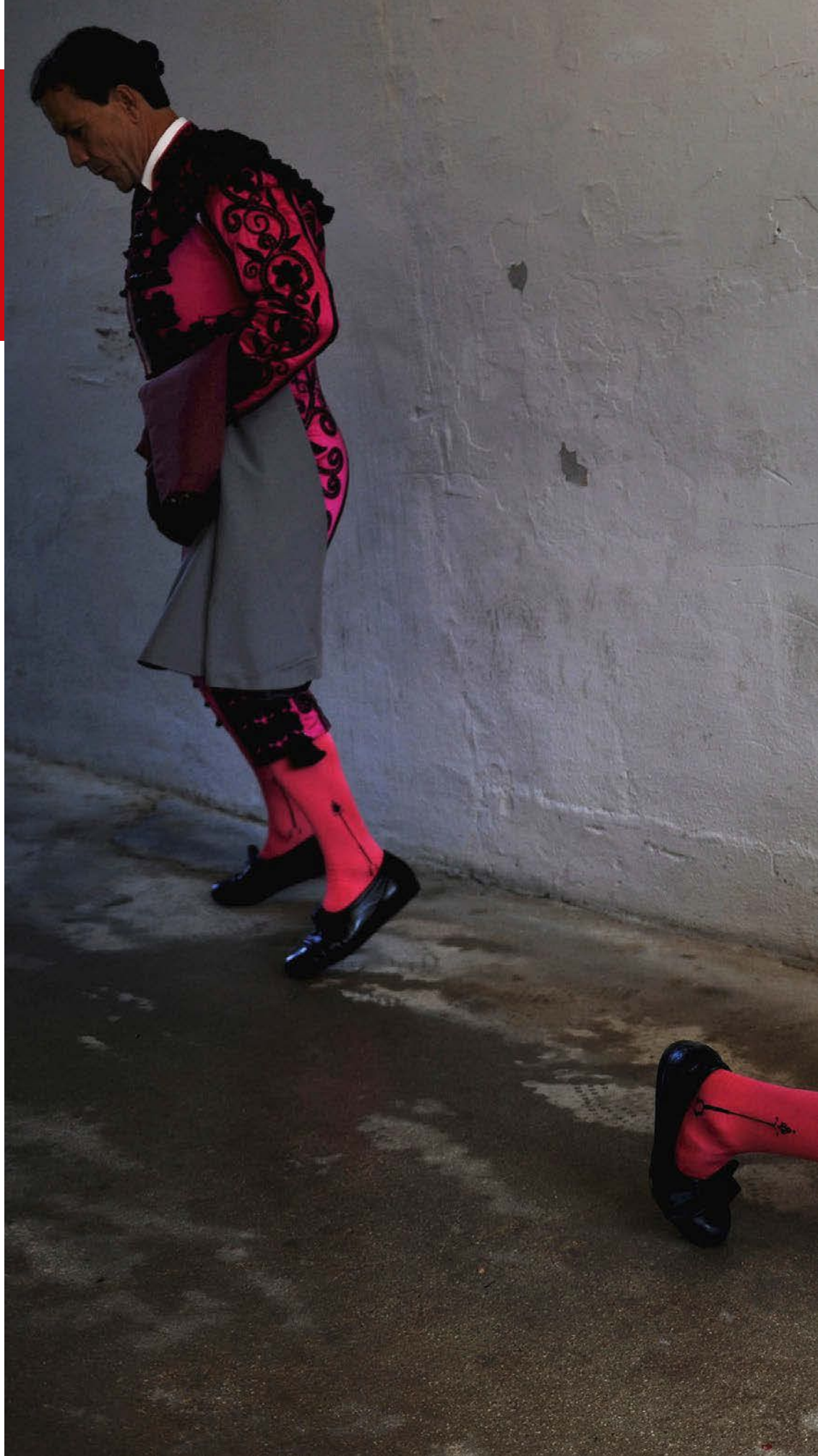
# Big shots

Spain

## Before the bullfight

Matador Eugenio de Mora stretches as he readies himself to enter the arena at the San Fermin festival in Pamplona. The nine-day festival includes the famous running of the bulls through narrow streets and was the setting for Ernest Hemingway's novel about the sport, *The Sun Also Rises*.

Photograph: Eloy Alonso/Corbis











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Russia

## Sin city

A vast advert shines bright against the dark streets of Yekaterinburg in southern Russia. The city has begun reconstruction of its football stadium in preparation for the 2018 Fifa World Cup. In response to ongoing speculation that Russia will lose its right to the tournament because of the Fifa corruption inquiry, the country's sports minister has insisted that is not a possibility and that the bid was untainted.

**Photograph:** Maxim Shemetov/  
Corbis

Big  
shots

USA

# Trial over immigrant 'prison camps' is tearing the White House in half

Emily Cadei Washington

[@emilycadei](#)

On 10 July, the Fifth Circuit Court in New Orleans heard legal arguments over President Obama's controversial November executive order to delay the deportation of undocumented immigrants. As with most high-profile cases, the spinning began as soon as the court adjourned.

Democratic Congressman Joaquin Castro was on the phone with reporters touting the benefits of keeping those immigrants in the country. He noted that many of the undocumented aliens brought to the US as children thrived after Obama deferred their deportation and granted them work permits via a previous executive order in 2012.

It's an economic rationale that strikes directly at the arguments laid out that day by the lawyers representing 26 Republican-led states, who sued the federal government late last year to block the second round of deferrals. The states argue that will place an undue financial burden on them.

President Obama can't always count on his own party to have his back on immigration, though. Only a few weeks ago that young San Antonio-area congressman (and, to make matters more confusing, twin brother of

Housing and Urban Development Secretary Julian Castro) was speaking out against Obama's immigration policies, albeit different ones. Congressman Castro had just visited two US Immigration and Customs Enforcement detention centres (or "prison camps" as Illinois Representative Luis Gutierrez described them) holding thousands of Central American women and children who crossed the border in the past year. Castro warned "people's lives are literally on the line".

Castro and fellow Democrats have been urging the White House to shut down two detention centres in Texas and one in Pennsylvania. There's also a lawsuit, filed in a California district court, to shut down the family detention centres Castro visited. The judge there has ordered the government to negotiate a resolution with the plaintiffs, with an agreement due this week.

The two court battles underscore the White House's own contradictions on illegal immigration. Its lawyers are fighting to block detention and deportation of family members in the case of millions of (mostly Mexican) immigrants who have been in the country some time, while arguing that those same actions are necessary for the Central

Americans who've recently crossed the border. This mess is not all Obama's fault: he's been stymied by a Congress that stalled comprehensive immigration reform, and now his latest attempt to change the status quo through executive power is sputtering.

And the latest in the rhetoric about immigration is bordering on hysteria, with Trump giving incendiary quotes and stories about the murder of a young San Francisco woman by an illegal alien running constantly on Fox News. That's not a promising environment for a president trying to make progress, even a little bit, on immigration before he leaves office next year.

Back in November, immigrant rights groups didn't

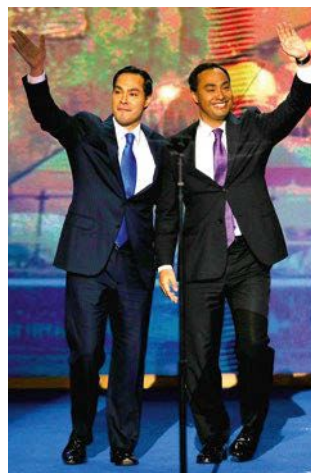
get much of a chance to celebrate President Obama's post-election executive order, the Deferred Action for Parents of Americans and Lawful Permanent Residents or DAPA.

It was a bold move to shield four million-plus undocumented immigrants from deportation. Within weeks, more than a dozen Republican states had filed a lawsuit. By February, a Texas circuit court judge ordered an injunction, barring the administration from carrying the order out. The court date in New Orleans was to hear the government's appeal.

Liberals and immigrant rights advocates are standing with the Obama administration as the DAPA case winds through the courts, even as they fight him on another front.

Family detention, part of the White House's response to a surge of Central American migrants during the summer of 2014, has become a flashpoint. The flood of unaccompanied minors and mothers with small children, most seeking asylum from violence back home, overwhelmed border guards and customs officials. The administration's somewhat panicked response was to reinstate a policy Obama had halted when he first came to office - locking up families.

Detention of people entering illegally - with or without







On the line: Arizona National Guards at the Mexican border, above. The Castro brothers, below left, are key figures in Obama's immigration debate

children - has been a cornerstone of Obama's approach to illegal immigration from the start, however. A report released in May by the US Conference of Catholic Bishops and the Center for Migration Studies noted that annual immigrant detention numbers have reached record levels under this White House.

Since 1995, that number has more than quintupled, from roughly 85,000 people to 440,557 in 2013. But locking up families was a PR nightmare for the White House, with its Hispanic base and allies on Capitol Hill like Representative Castro.

The backlash to all these detentions and deportations has been building and the White House has started making changes. As part of its big DAPA immigration announcement in November, the Obama administration also announced a new policy: "those who entered illegally prior to 1 January 2014, who

never disobeyed a prior order of removal, and were never convicted of a serious offence, will not be priorities for removal," the Department of Homeland Security notes on its website.

And soon after Castro and seven other Democratic lawmakers visited the detention facilities Homeland Security Secretary Jeh Johnson issued a statement promising reforms to family detention that could make many more women and their children being held in the three family detention centres eligible for release as they await asylum hearings.

Regardless of how it's resolved, Obama's family detention headache is likely to linger. Activists want the three detention centres shut down, but Judy Rabinovitz, director of detention and federal enforcement programs at the ACLU Immigrants' Rights Project, says the government may continue to fight the

release of the mothers being held in the camps, even if forced to release their children. The existing law doesn't extend to the mothers, directly, Rabinovitz points out. Then the question is, "Can they separate mothers and children?"

Obama still has few friends among the "build the damn fence" set. One of the administration's chief Republican critics on this issue, Alabama Senator Jeff Sessions, blames Obama for the influx of Central American migrants.

The surge of border crossers last summer is "a perfect example of the flawed fundamentals of the policy", Sessions tells *Newsweek*. "For months, the concern was always about how to help families coming unlawfully." The President should have sent a clear message: "Please do not come with your children, this is going to be a disaster."

The former Alabama prosecutor is also one of the Republicans linking the

administration's alleged leniency to the fatal shooting in San Francisco on 1 July that's drawn a stream of headlines. Undocumented immigrant Juan Francisco Lopez-Sanchez shot Kathryn Steinle after he was released from a San Francisco jail in April. He'd been deported five times, but San Francisco is a "sanctuary city", meaning it has snubbed the feds on immigration enforcement.

Immigrant rights advocates say the San Francisco slaying shouldn't be held up as a rationale for sweeping more people into the legal system. They argue, instead, that it shows the need for systemic reform - something House Republicans blocked in 2013. And that is the root of all the legal knots, the finger-pointing, and now the hand-wringing over sanctuary cities. Of the manifold issues the next President will inherit, this may be the deepest policy morass of all.



North Africa

# Jihad vs J-Lo: how Morocco is on a knife-edge between Isis and the West

**Jonathan Broder** Washington

✉@BroderJonathan

Morocco, a close American ally, is a haven of tranquillity in a region caught up in the violent aftershocks of the US invasion of Iraq, the Arab Spring and the rise of the Islamic State.

At first glance, Morocco's stability seems counterintuitive. Poverty, corruption and youth unemployment - some of the problems that sparked the Arab Spring - plague this arid North African kingdom. Morocco has also been bloodied by violent extremism - in 2003 and 2007, suicide bombers linked to al-Qaida killed a total of 46 people in Casablanca. And by the government's reckoning, some 1,500 Moroccans are fighting for Isis in Syria, and pose a potential threat if they return home.

Yet in May, Pharrell Williams, Usher, Sting, Maroon 5 and Jennifer Lopez felt secure enough to headline an outdoor music festival in Rabat, the Moroccan capital, before a crowd of 160,000 cheering fans. And after some conservative Islamists took offence at Lopez's booty-shaking performance, they filed a lawsuit against the singer and her Moroccan promoter. (There was no violence.)

"There's something schizophrenic about Morocco," Sarah Feuer, a North Africa expert at the Washington Institute for Near East Policy, tells *Newsweek*. "On one hand, the country is stable. At the same time, some people are joining the jihad."

Moroccans say their long tradition of religious moderation is one of the main reasons the country is relatively stable. Many here follow the

Maliki and Sufi traditions of Islam, perhaps the faith's most tolerant strains.

Another factor is the cautionary tales of other Middle Eastern countries rocked by Islamist violence in recent years. "Moroccans look at their neighbourhood and say they don't want to go that route," says Abdellatif Begdouri Achkari, chief of staff at the Ministry of Islamic Affairs.

Middle East experts also credit Morocco's young king, Mohammed VI, who assumed the throne in 1999 and moved quickly to end the widespread arrests, torture and disappearance of dissidents that marked the reign of his late father, Hassan II. Following anti-government protests in 2011, during the early months of the Arab Spring, the king instituted a series of liberal reforms that set him apart from other embattled Arab leaders.

In short order, he unveiled a new constitution, surprising many by relinquishing his divine rights as king. Later that same year, he even allowed parliamentary elections and, when a moderate Islamist party won, the king chose its leader, Abdelilah Benkirane, to be Morocco's prime minister. (It was Benkirane who complained about J-Lo's performance, which was broadcast on

Moroccan TV, calling it "sexually suggestive" and full of "disgraceful scenes.") The parliament now has a say on all matters of governance with the exception of national security, foreign policy and religious affairs, which are still the king's responsibility.

But those who closely follow events in Morocco wonder how long the country's stability can last. A big question is whether corruption and unemployment will eclipse Mohammed's political reforms, sending protesters back to the streets.

For now, the king's concessions and the public's fears of instability have quieted opposition groups. Yet Haim Malka, an expert on Morocco and North Africa at the Center for Strategic and International Studies, notes that Morocco's reforms have focused largely on constitutional issues "rather than addressing less tangible drivers of instability, such as feelings of lack of opportunity, marginalisation and injustice, which are what most people in the region care about".

Morocco's stability is important to the US, which

relies on the king's intelligence services to help track the growing terrorist threat in the region. Morocco also has joined the anti-Isis coalition, cracking down hard on Isis members and sympathisers across the country.

In addition to military aid, Washington has provided Rabat with more than \$1bn in assistance since 2007 to boost employment. But the king's efforts to boost the economy have produced mixed results. On one hand, his drive to modernise the country's infrastructure has produced desalinisation plants, new highways and good cellphone service. With the help of Saudi investors, he's also made strides in harnessing Atlantic winds and the desert sun for energy to make up for the country's lack of oil.

Tangier, long a neglected, crumbling city best known for its libertine lifestyle, has received a much-needed face-lift, with clean streets, new hotels and a bustling new port. In the disputed Western Sahara, Mohammed has invested heavily in infrastructure and housing.

Yet according to the World Bank, lacklustre performances by Morocco's agriculture and manufacturing sliced economic growth in half last year, to 2.6%, while unemployment was 30% for those under 34 - a figure consistent with the dismal jobless rates across the region. The World Bank predicts growth in gross domestic product will double to 5% in 2015, but economists say the king's big infrastructure projects have benefited only a tight circle of palace cronies. Unless he moves to make his economy more competitive and democratic, most Moroccans "will remain



suspicious of entrepreneurs, large businesses will remain suspect of cronyism and corruption, and growth will remain elusive,” say Harvard economist Ishac Diwan and Mustapha Nabli, ex-governor of Tunisia’s Central Bank.

Corruption has made the sting of unemployment even worse for those who haven’t benefited from the king’s investments. In 2010, WikiLeaks published US diplomatic cables alleging that officials in the royal palace coerced businessmen to grant benefits to the king’s holding company, which owns shares in virtually every major sector of the Moroccan economy. But after the 2011 demonstrations, the palace instituted another reform to maintain stability: the king’s advisers divested his holdings in businesses that produced and distributed food. That way, it didn’t seem as if he was profiting from high prices that were hurting the lower classes.

What’s also helped stabilise Morocco is its powerful internal security services, which the king controls. Morocco was reportedly one of the countries where the CIA detained and tortured terrorist suspects in secret prisons. In May, Amnesty International released a report alleging that Morocco’s security services continue to torture dissidents, but activists say the situation in nothing like it was under Hassan II.

“There are still some cases of ill treatment but there is no systematic policy of torture,” says Driss el-Yazami, president of Morocco’s National Human Rights Council.

In the wake of the Casablanca bombings, Moroccan intelligence and the police have kept a close eye on the country’s Islamists, rounding up those suspected of ties to extremist groups. In their latest bust, authorities in May arrested a 10-member Isis cell for plotting attacks inside the kingdom and recruiting young Moroccans to fight in Syria and Iraq.

The king is using more than his security services to fight



**Shades of Morocco: top, Casablanca slums. Above, Jennifer Lopez performs. Left, King Mohammed VI visits a child in hospital**

extremism. Claiming direct descent from the Prophet Mohammed, he also enjoys widespread legitimacy as the country’s spiritual leader. In one of his most forward-looking moves, Mohammed VI funds a Rabat seminary where religious scholars oversee the training of both male and female clerics. Its instructors teach not only Moroccan clerics but also religious scholars from countries where extremism poses a threat, including Mauritania, Mali and Nigeria, home of violent group Boko Haram.

In classes and seminars, teachers discredit Wahhabism, Saudi Arabia’s

austere interpretation of Islam that preaches a return to the way the religion was practised in the seventh century. They also promote moderation and

tolerance in a bid to inoculate the population against radical groups like Isis who often reach young people through the internet.

Both Moroccan and Western experts say it’s too soon to judge whether the king’s campaign to counter Islamic extremism is working.

“This is a generational project,” says Malka. “It’s ultimately about shaping ideas and a religious identity that can compete with more radical interpretations and resonate with young people.”

*Travel for this story was funded by the Moroccan-American Center, a Washington-based nongovernmental organisation, which promotes relations between the United States and Morocco.*

## Two Numbers

# 2

The number of bullets that were fired by Norwegian police last year

# 19,000

The number of bullets the United States manufactures every minute



## Perspectives

### Russia

**A man from St Petersburg is facing a hefty fine after attempting to smuggle large amounts of sausage, seafood and dairy products over the Finnish border into Russia.** The driver has been charged with failing to comply with the ban on Western food imports.



### Turkey

**Islamist posters threatening homosexuals with death have appeared in Ankara just weeks after police broke up Istanbul's annual gay pride march, above.** "Should those who engage in ugly behaviour and adhere to the practice of the people of Lot be killed?" they asked.

### Spain

**Twitter has become one of the most effective ways for the Spanish police to crack down on drug-trafficking.** Using the hashtag #tweetredada (tweetraid), members of the public offer tip-offs to the police leading to several drug-trafficking gangs being smashed.

### Austria

**Slovakia is helping Austria by housing 500 asylum seekers as Austria's Traiskirchen reception centre struggles to cope with demand.** Austria will be responsible for processing their asylum claims, but Bratislava and Vienna will share the care and accommodation costs.

## Middle East

# America uses bluegrass music to soothe Iran with secret diplomacy

**Jonathan Broder** Washington

✉@BroderJonathan

Owensboro, Kentucky, is best known for its barbecue, bourbon and bluegrass - not to mention native son Johnny Depp. Every year, the town hosts food and music festivals. But in May 2009, a different sort of attraction arrived: the Obama administration quietly brought in a group of Iranian musicians to learn about American folk music.

It was a small diplomatic gesture, but one the White House hoped would help ease tensions between the US and Iran, two longtime foes, as the international community tries to close negotiations on a deal limiting the Middle Eastern country's nuclear programme. It wasn't without risk. Hardliners on both sides often view any dialogue with suspicion, and in the lead-up to the Iranians' visit to the town's International Bluegrass Museum, American security officials swore the staff to secrecy; if word leaked, some worried that protests might erupt in the US or Iran.

On that festive afternoon in May, however, the only thing that erupted was applause, recalls Gabrielle Gray, then the

museum's executive director. As a five-piece American bluegrass string band performed, some of the Iranians joined in. Sarah Ahmadi, a fully veiled singer, beat a large Persian tambourine, called a daf. "Music," Gray says, "is the sweetest diplomatic language."

Cultural exchanges between Washington and Tehran have largely been kept out of the spotlight. But for over the past 17 years, Iranian athletes, scientists and artists have quietly arrived in the US for cultural programmes funded by the State Department. A leaked State Department document shows that, last year, 61 Iranians quietly visited the US on such excursions. Small groups of Americans have travelled to Iran as well, sharing ideas and even collaborating in fields such as environmental protection, astronomy and health care.

"These exchanges are just as powerful as any weapon system we sell to the Arab world, if not more," says retired Ambassador Richard LeBaron, now a senior fellow at the Atlantic Council, a Washington-based think tank. "As the [Iranian] conservatives argue against the [nuclear] accord, the build-up of civil society in Iran through

exchanges creates a constituency that can push back against them."

As a nuclear agreement looms, private organisations are lining up more exchanges, says Jennifer Clinton, president of Global Ties US, which helps administer international exchange programmes. Yet some experts say the growth of these exchanges could remain limited. American lawmakers, they say, would need to lift sanctions that rule out any exchanges with military or economic applications - a prospect that seems far off. Other experts aren't convinced the Obama administration fully appreciates the potential of person-to-person diplomacy to help pave the way for the US and Iran to restore full diplomatic relations.

If the administration needs convincing, it might consider an email sent by an Iranian musician to a band member in Owensboro after visiting Kentucky. "Dear friend," she wrote. "This is Sara Ahmadi, the player of an Iranian percussion daf who had a chance of being in the US about two months ago. I hope you still remember me. I think when I was there, I had the best time of my life."



## Hitting the roof

**A wave driven by Typhoon Chan-hom strikes the shore next to homes in Wenling, China. More than 865,000 people were evacuated from China's eastern province of Zhejiang ahead of the typhoon's expected landfall**





"All lust is gone": Rabbi Eliezer Berland arrives to protest his innocence at the Dutch court hearing

## Netherlands

# Dutch police hunt for missing 'sex rabbi' wanted in Israel

Alice Milliken

✉@watsonsauce1

A rabbi and leader of a conservative Jewish movement is on the run from the Netherlands trying to avoid extradition to Israel over accusations of sexual assault.

Rabbi Eliezer Berland is accused of sexually assaulting female followers, including a 15-year-old girl, and was arrested on arrival at Schiphol Airport in Amsterdam last September. Berland, founder of the Shuvu Bonim religious seminary in the Old City of Jerusalem and member of the conservative Breslov Hasidic sect, has also evaded capture in Switzerland, Morocco, Zimbabwe and South Africa.

Dutch attorney Henri Tillart says that Berland "is accused of, on different occasions, embracing, kissing and fondling the breasts of different female victims who came to consult him on various matters, between the years 2007-2012". Tillart continues: "He is also accused of inciting other

persons to assault someone." Under Israeli law these offences are punishable by three to six years in prison.

The rabbi, 78, denies the charges, saying he is too unwell to commit such acts. "I feel nothing. There are no sexual feelings any more. For 20 years already," Berland told the daily Dutch paper *De Volkskrant*. "Sex? No, no, no. I had surgery on my prostate. All lust is gone. I never touched those women."

A Dutch court released Berland, who has become known as the "sex rabbi" in the Dutch media, on condition of a weekly check-in with Amsterdam police. On the afternoon of 7 July he failed to attend and has not been seen since. Berland is travelling without a passport, as he was required to turn it over as part of his conditional release.

The Dutch Supreme Court granted the rabbi's extradition to Israel on 2 July, after examining treaty agreements and laws in the prosecuting country. The Dutch Minister of Justice had yet to make the final decision regarding extradition.

Tillart says the Dutch minister was waiting for results of a medical examination before ruling. "The minister decided with the advice of the court judges that Berland had to be examined medically to see if he is healthy enough to be put in jail for a length of time and transport him to Israel."

The rabbi argues Israel has no legal right to extradite him because the alleged offences occurred in Palestinian territory and he is not an Israeli citizen.

Dutch police are searching for Berland in areas he is known to frequent, including the BreeBronne holiday park in the Maasbree region near the border with Germany. Shuvu Bonim devotees took up residence on the campsite after following the rabbi from South Africa. An employee at BreeBronne says that members of the Shuvu Bonim living in the park since last autumn boarded five buses headed for Ukraine on 7 July, to the relief of campsite managers, who had instigated legal proceedings to evict them.

## If I ruled the world



## Stanley Johnson

Stanley Johnson is a British politician, environmentalist and writer. His son, Boris Johnson, is Mayor of London. His most recent book, *Stanley, I Resume* is out now in paperback.

### One law I would pass?

That everybody must use biodegradable shopping bags. I'd like plastic bags banned.

### Who I'd ennoble?

Dr Jane Goodall. She did all this brilliant work on chimpanzees and founded the charity Roots & Shoots. She's over 80 and she's never been recognised in her home country, it'd be wonderful to see her awarded a peerage.

### One thing I would ban?

Intensive farming – these huge farming factories where cattle are raised in these industrial feed blocks and never get outside.

### Who I'd send to Siberia?

I'm afraid it would have to be Tony Blair. I think what he did, getting the UK involved in the Iraq war, deserves a short sharp salutary spell in Siberia.

### Where I'd build my palace?

Actually, where I have a home already, on Exmoor. It's the most wonderful national park. I might just put in an extra bathroom.

### Compulsory book to read?

Absolutely *Where the Wild Things Are* by Maurice Sendak. It's such an emotive book, and it helped teach some of my children to read.





**Adam LeBor  
in Budapest**

✉@adamlebor

## Politics

# As Brussels colonises Greece, both debtors and creditors pay the price

The troika - the International Monetary Fund, the European Central Bank and the European Commission - has its first colony: Greece.

Under the terms of the latest bailout Athens will, in effect, be ruled by Brussels. Greece will implement further drastic austerity measures. It will place state assets worth €50bn into a fund supervised by the European Commission and the European Central Bank.

The assets, which include airports, land and state-owned companies, will be privatised. EU officials will be based in Athens to ensure that the government sticks to the agreed terms. Even *Der Spiegel* called Germany's terms for saving Greece a "catalogue of horrors". EU officials talked of Alexis Tsipras, the Greek prime minister, being "crucified" and "waterboarded".

Greece faces an unprecedented loss of sovereignty, says Mujtaba Rahman, eurozone practice head at the Eurasia Group.

"The country is now going to be subject to the most intrusive surveillance in any of the bailouts since 2012. The programme de facto necessitates a change of government, and the creditors are looking for a technocratic administration. There is an asymmetry to the concessions that the debtors have extracted from Greece. There is a degree of scrutiny and lack of trust that will manifest how the bailout is managed. This is more extreme and intrusive than anything that has come before."

But while Germany may have won the battle to force Greece to surrender, Europe's economic powerhouse, and the European Union itself, may yet pay a high price. From the Baltic to the Balkans, governments, and voters, are processing the raw display of German force that brought Greece to its knees and delivered a terminal blow to the idea of a united European family. Anger over Berlin's power politics is spreading, and could slowly corrode support for the EU.

The hashtag #ThisIsACoup went viral across Europe on Twitter. Some pictures showed the stars on the blue European flag rearranged into a swastika. Nobel laureate economist Paul Krugman called the latest deal as "a grotesque betrayal of everything the European project was supposed to stand for", and "beyond harsh into pure vindictiveness, complete destruction of national sovereignty and no hope of relief".

The Greek financial

**Anger at Germany: the stars on the blue European flag rearranged into a swastika**

crisis certainly shows the limits of national sovereignty within the eurozone, says Rahman. "The more that countries integrate economically, the greater the knock-on effect of domestic policy choices. That is true for both debtor and creditor countries. Germany's current account surplus has an impact on Greece, and Greece's current account deficit has an impact on Germany. Both sides need to adjust and move to a solution, but in the eurozone the burden of adjustment is much higher on debtor countries."

Many in Greece believe Germany's harsh

demands are rooted in a desire to take revenge for the country's resistance against the Nazis. The German occupation of Greece during the Second World War was one of the harshest in Europe. German soldiers slaughtered

**In hard times they say the EU is not working and they will return to the idea of the nation**

civilians, burned villages and left the country devastated. Memories are still vivid, wounds raw.

The relationship between Greece and Germany is very complex, says Stathis Gourgouris, author of *Dream Nation: Enlightenment, Colonisation and the Institution of Modern Greece*. "There were SS officers here in the Second World War who were in awe of classical Greek civilisation, but who behaved with appalling brutality. Yet some of the German public go for this idea modern Greeks are interlopers in the European Union."

Both sides are playing a blame game, George Papandreou, Greek PM from 2009 to 2011, tells *Newsweek*. "The Germans blame the Greeks, and vice-versa. We have seen the rise of nationalism across Europe because of austerity. There is a sense here that there is a directorate in Brussels, or Germany, or both, an elite that is taking decisions."

When economic times were good, this was tolerated. But when austerity, imposed by outside forces, bites, European ideals fade away, says Papandreou. "They say the EU is not working and they will return to the idea of the nation."

Not just Greeks but all Europeans need to push for change, says Gourgouris. "We need to assert a different view of Europe. If more people demanded a different kind of Europe, maybe this change would happen, that democracy could triumph over oligarchy."







Olfactory ambitions: the Smell Memory Kit created by Sissel Tolaas and Vienna's Supersense Smell Lab

## Technology

# The 'smell snapshots' that let you make memories with your nose

Nadja Sayej Berlin

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With more than 400 receptors in the nose, humans can distinguish thousands, millions, or even up to a trillion scents, and scent memory, for better or worse, lasts for what seems like forever. "Visual memory remains 30% after three months; smell memory remains 100% after one year," says Berlin-based scent artist Sissel Tolaas. "Why not use that?"

In the near future, we will. Tolaas, working with Vienna's Supersense Smell Lab, recently created the Smell Memory Kit, the first commercial product that takes "smell snapshots". So now, along with posting a selfie on Instagram to commemorate that amazing vacation, you'll be able to make memories with your nose.

The first 200 limited-edition kits, now available for sale at the online Supersense store, have 26 main categories, from Air, Business and City, to XXL, Yes and Zoo. There are subcategories too; in total, 1,000 smells are in the kit's archive. The starter pack (€98)

includes a metal capsule and three sample smells in sealed ampoules - tiny glass vials.

Tolaas shares some of these scents with me in her Berlin lab. One smelled like a citrusy pomegranate, another called to mind suntan lotion and petunias. "They're things that don't smell like anything you've smelled," says Tolaas. The point, she says, is that they "allow people to give something a 'smell code' that doesn't [correspond to] a real smell."

To take a "smell snapshot", first find something to remember. Then crack open an ampoule and take a whiff. Later (even much later) you take another sniff of the scent to bring back that moment - that city, that weather, that feeling and who you were with. "Smell is so connected to the emotions in humans, you'll never forget," Tolaas says.

Since 1990, Tolaas has been expanding her smell archive, a sort of Wikipedia of the nose that now includes more than 6,000 entries. She is perhaps most well known for creating the pungent smell of the First World War, which is on

permanent exhibition at the Museum of Military History in Dresden, Germany. "Everyone died out, I only had history books," she says, speaking about how she pulled that together. "It's a disgusting smell, a combination of dead horses, mustard gas, dead people and earth. It's so bad people run to the toilet immediately. But the museum wanted to do it to give a sense of information before this piece of history was covered up."

The Smell Memory Kit is the result of a long-term working relationship between Tolaas and Vienna-based biologist Florian Kaps. After meeting through a mutual friend, Kaps encouraged Tolaas to turn her artwork into a commercial product that could reach a wider audience. Together, they came up with the kit idea, and they have worked on it for the past year.

"This product is the first kick in the ass, hopefully, of people starting to learn the abilities of the nose," says Kaps. "This is one step towards showing people the capabilities of their own noses."

## The week ahead

### Monday 20 July

The European Commission's deadline to formalise plans to resettle around 40,000 asylum seekers currently in Greece and Italy. Germany and France have agreed to jointly take in 20,000, but the UK and Denmark are abstaining from participating.

### Tuesday 21 July

The UK House of Commons begins its summer recess until early September. The German Bundestag began its summer recess at the beginning of July and will take off the whole of August. Meanwhile, Turkey's parliament has vowed not to take recess this summer.

### Wednesday 22 July

Histadrut, Israel's largest trade union organisation, plans to go on general strike over disputes about benefit increases and job security for non-full time workers.

### Thursday 23 July

Ukraine's Ministry of Energy and Coal is to hold a meeting in Kiev on strengthening energy ties with EU partners such as nearby Slovakia, as Ukraine plans to increase natural gas imports starting next year. Slovak gas network operator Eustream, which connects Ukrainian gas imports to the EU, is invited.



### Sunday 26 July

Italian football legend Andrea "Il Maestro"

Pirlo makes his debut in the US after moving to Major League Soccer side New York City FC. He joins the likes of England duo Steven Gerrard and Frank Lampard, as European stars move Stateside for the final years of their playing careers.





# Business

## Artificial intelligence

### The doom boom: more and more people fear that software is eating their livelihoods

Kevin Maney New York

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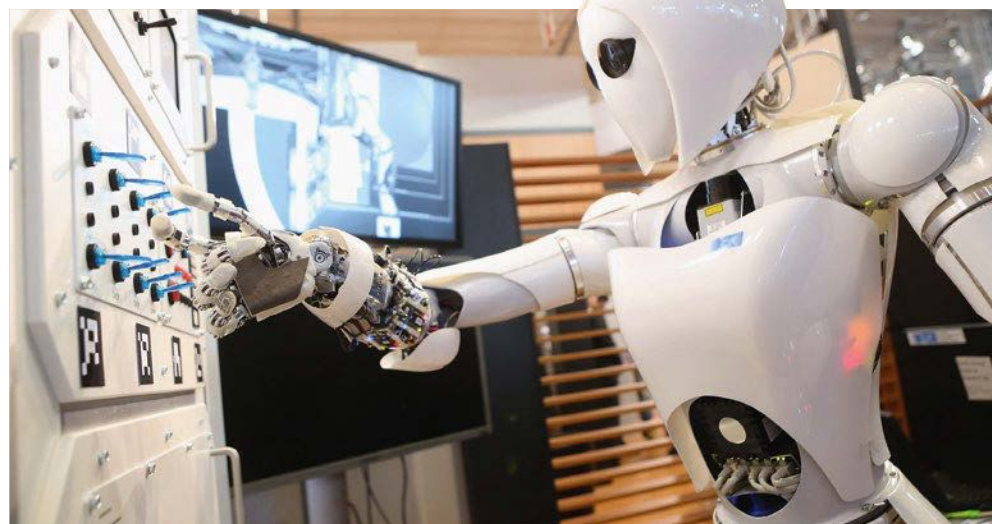
You know technology pessimism is getting serious when career technologists go rogue. Kentaro Toyama used to explore computer vision for Microsoft Research and co-founded Microsoft's lab in India. He quit those jobs and just published a book, *Geek Heresy*, that says technology, far from curing our problems, is making social ills worse.

Toyama and many others in tech are turning to a negative point of view of their own industry. Martin Ford, a Silicon Valley software entrepreneur, recently published the bleak *Rise of the Robots: Technology and the Threat of a Jobless Future*. Bill Gates says artificial intelligence (AI) is dangerous and could doom humanity. And Stephen Hawking agrees. Advances in robotics and AI are stirring up more paranoia about any technology since the atom bomb.

"I think the pessimists are right about AI," says Toyama. "And in fact it's going to be even worse."

Whether he's right or wrong, the technology industry is getting an image it's not used to. Most of the time technology has inspired optimism about the future. The tech industry has rarely had to worry about getting labelled as the bad guys.

The mood has changed within the past year or so. The



March of the robots: a German android flicks switches on a panel that it is able to recognise

poor state of the economy has been making people feel that AI is hurting them. Long-term unemployment is troublesome, wages are hardly growing and the gap between the rich and everyone else is widening. As depicted in Ford's book and, earlier, *Race Against the Machine* by MIT's Erik Brynjolfsson and Andrew McAfee, AI is already automating knowledge work the way assembly lines once automated handiwork.

AI software can now write news stories, concoct recipes, drive a car and decide who should get a loan. As AI automates brain work, fewer people - ie, those who own and operate the software - make lots of money and do much more with far fewer

employees. Increasing numbers of people fear that software is eating their livelihoods.

Last month, Pope Francis weighed in. "People no longer seem to believe in a happy future," he wrote in his much-publicised encyclical. "They no longer have blind trust in a better tomorrow based on the present state of the world and our technical abilities. There is a growing awareness that scientific and technological progress cannot be equated with the progress of humanity and history."

When the Pope turns on you, you've got an image problem. But the doomsayers may be wrong. Better AI, software and other technologies like

genetically modified crops seems to be the only way the Earth can support the global population of eight billion predicted for 2025. Plenty of evidence suggests technology is improving quality of life even while it suppresses middle-class earnings.

Yet perception matters, and the tech industry needs to wake up to the whiff of a spreading wildfire. The oil industry long ago got labelled as ruthless despoilers of our planet. Reputations like that have an impact on who wants to work for you and how governments treat you.

The tech industry needs to figure out how to again tell a story of optimism before no one wants to hear it any more.

SEAN GALLUP/GETTY





## River horses

A sculpture of two 'kelpies' is opened near Falkirk in Scotland. Kelpies are water spirits that often take on equine form.

## Poland

# Russian embargo drives Poles to drink more cider

**Damien Sharkov**

✉ @DamienSharkov

Despite a Russian trade embargo on its apples, Poland's fruit suppliers and cider-makers are brimming with confidence as the drink has rapidly grown in popularity across the country.

Apples are a major export for Poland as around 174 hectares of its territory are covered in orchards, producing up to 2.6 million tonnes of apples a year, according to Polish fruit and vegetable supplier Agro Alians.

In response to Russia's decision to stop importing apples from Poland due to Warsaw's support for EU sanctions on Russia, fruit growers and cider-makers united last month to form the Lublin Association of Cider Lovers - a campaign intending to market the Polish apple-growing basin as a heartland of cider much in the same way as Italy's Tuscany wine region.

The initiative comes at a good time, as new figures have revealed that Poles have become big fans of the beverage in recent years. Consumption of cider jumped to 10 million litres in 2014, compared with two million in 2013.

Award-winning sommelier Tomasz Kolecki-Majewicz, who now works for Polish cider brand Cydr Green Mill believes

that the drink is here to stay in Poland, and may soon reach the same level of popularity it enjoys in countries where it's been on sale for longer, such as the UK, France and Spain.

"In the next few years, cider will become one of the most significant parts of Poland's alcohol market," Kolecki-Majewicz told Newseria.

He expects Polish cider consumption to reach 30-50 million litres a year in a short period of time and believes an ambitious target for Polish cider-producers would be to replace France as second only to the UK in cider drunk. By his estimates the French drink 80 million litres of cider a year.

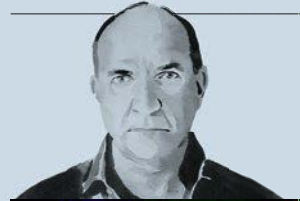
He added that cider in general has the potential of a broad appeal in Poland as sommeliers can add a wide range of flavours to it besides apples, including blueberries, honey and even sangria.

Kolecki-Majewicz suggests the drink could be appealing due to its relatively low calorie content in comparison with other alcoholic drinks. He estimates cider contains 36-42 calories per 100ml. A glass of wine can contain twice that.

Last year, cider maker the Ambra group told Polish national daily *Rzeczpospolita* that the country's cider industry could be worth as much as 1 billion zloty (€250m) within the next decade.

## The smart money

# Welcome to 'the biggest change in banking for 400 years'



**Rory Ross**

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Marketplace or peer-to-peer lending matches borrowers and lenders on low-cost online platforms. By skirting banks, P2P lending allows borrower and lender alike to achieve better rates of interest. Essentially, P2P lending is a way of capitalising on the network effect of social media and the volumes of data generated therein to allow cheaper access to capital.

According to Liberum, P2P lending in the UK will grow at 98% year-on-year in 2015, with £3.5bn presently lent out. Worldwide in 2015, it's estimated that \$77bn will be lent via P2P platforms - \$60bn China, \$12bn USA and \$5bn UK. Morgan Stanley's Huw Steenis says: "While marketplace lending is still [about] 1% of unsecured consumer and SME lending in the US, we think it can reach [approximately] 10% by 2020... We forecast the global market to grow to \$150-\$490bn by 2020." As Liberum's Cormac Leech says: "We are witnessing the biggest changes to the banking sector for 400 years."

P2P lending offers huge opportunities, mainly at the expense of banks, whose biggest margins are traditionally in unsecured lending. Herein is the layer of fat P2P platforms are guzzling, picking off the banks' best customers. P2P platforms have also proved superior at harvesting and managing big data, and have lower cost bases than banks.

A significant development is

that institutional money is now alighting. The largest quoted institutional P2P lender, P2P Global Investment PLC, floated in London last year. It has raised nearly £500m and aims to double that this year. As a reward for lofting "transformational" amounts of cash on to various platforms, P2P Global has been accumulating warrants and options on their equity, notably Ratesetter, Zopa, Direct Money and Lending Works.

In a twist to this development, Neil Woodford, Britain's most famous fund manager, recently upped his stake in P2P Global. Last August Woodford sold out of HSBC, fearing "fine inflation".

## P2P lending offers huge opportunities, mainly at the expense of banks

This seems a ringing endorsement of this disruptive but nascent sector.

Perhaps most significantly, in May this year, Zopa, the P2P platform, announced its debut in secured (most P2P lending is unsecured) lending by collaborating with Uber. Uber drivers in UK will be able to borrow via Zopa to buy their cars, with loans secured against the cars themselves.

Of course, the sector presents risks. The credit dry-up when interest rates rise. A P2P platform may go bust. But some investors, refugees from the banking sector perhaps, will simply like the idea of being on the right side of regulatory and technological upheaval.

And when the banks finally twig, how will they react?

Who knows. So far, none of them have.

# 'I'm really not a gloomy person, though people imagine I wander around dressed in black, tearing my hair out and moaning'

## Francesca Haig, academic and novelist



**By Robert Chalmers**

✉@Escartefigue777

What qualities should you look for in a writer? In an increasingly challenging market, there's a small, contemptible streak in most authors which means they wouldn't be too distraught to discover that a fellow-novelist was indolent, tormented, unsightly and (not being overly bright) radiated a degree of arrogance that their mediocre work did little to justify. Judged by these criteria, Francesca Haig is an immediate disappointment.

The Australian's remarkable novel *The Fire Sermon* precipitated a bidding war won, reportedly at no small expense, by HarperCollins. The book - which appears in paperback on 30 July - is the first of a trilogy. Film rights have been purchased by Steven Spielberg's company DreamWorks.

*The Fire Sermon* is an often gruesome tale, likened by some to *The Hunger Games*, set in a post-apocalyptic society in which every individual, or

Alpha, has an identical twin. Omegas, these unfortunate doubles, are born with deformities. Branded on the forehead and segregated, they are tortured, casually slaughtered and generally presented with what British politicians like to call "tough choices". When one twin perishes, both die.

"It seems odd," I tell the poet and academic, 33, when we meet in her favourite north London café, "that such dark work could come from a person who is, er ..."

"Irritatingly chirpy? Yes. My PhD [from Melbourne University] was mainly on Holocaust literature. I'm really not a gloomy person, though I know some people imagine that I wander around dressed in black, tearing my hair out and moaning."

*The Fire Sermon* is in a tradition of novels that goes back to writers like Alan Garner, author of *The Weirdstone of Brisingamen*: work whose default demographic is the young adult, but which exhibits a quality of writing and invention that attracts older readers. In one of the most memorable sequences, the heroine, Cass, rescues Kip, an Omega who has been submerged with others in a tank of fluid, kept alive by tubes which pierce his body.

Haig is an engaging character who laughs easily, and has yet to develop any of the inimical traits traditionally associated with fame. She lives a quiet life

around the corner from here with her husband Andrew and their one-year-old son. Where do those horrific images in *The Fire Sermon* originate?

"The tanks really are at the core of the book. There are bloody massacres in there, but the tanks have their own sterile, insidious horror. I didn't realise at the time that I was writing about [a relation, name withheld at Haig's request]. She was severely anorexic and spent years in hospital, where they fitted a gastro-nasal tube. It was only when I was doing the final edit that I realised I had revisited that memory. Traumas like that, they don't just go away."

Much of the book's power derives from the protagonists' paradoxical dependence on the wellbeing of their estranged twin.

"I think that relates to the way you can develop so intense a bond with a person that you ask whether, if they died, you would be able to take another breath. We've all felt that: whether it was towards a lover, a parent, or a child."

Haig grew up as "a massive nerd" in Hobart, Tasmania. Sally and Alan, her parents, both worked in education. For six years Francesca taught creative writing at the University of Chester.

My image of Tasmania, I tell her, "involves random shootings, bizarre and aggressive wildlife and alarming tribal rituals - a kind of antipodean version of Carlisle".

"There was one mass

shooting," she says. "Hobart is a really just a small, quiet place. And I love it. I'm a small-town girl."

"I don't want to be mean but - to misquote Alan Partridge - 'England has three centres of academic excellence: Oxford, Cambridge, and Chester'. Was *The Fire Sermon* your ticket out of there?"

"Absolutely not. I loved working at Chester. The English department there is fantastic and vibrant. I go back as often as I can.

"I've been as surprised as anybody by what has happened. The book started as a fun side-project. If someone had said we're going to publish you and give you a couple of thousand pounds, that would have been enough for me. Everything has happened out of nowhere."

Concerning her new life of "being chauffeured to events and having lunches in posh restaurants", she says, "I'm looking on with a mixture of surprise and benign curiosity".

"Are you annoyed at having written 'The new *Hunger Games*'?"

"Only by the suggestion that there's some kind of bandwagon. I got rejections from agents who said, 'The post-apocalyptic wave is over'. Post-apocalyptic literature," she adds, "goes back to Noah".

Haig heads back home to refine her latest visions of Armageddon, in the style whose boldness, elegance and originality guarantee her own, rather more inviting, future.





A stylized, dark grey silhouette of the map of Zimbabwe is positioned on the right side of the cover, partially overlapping the red and black background bands.

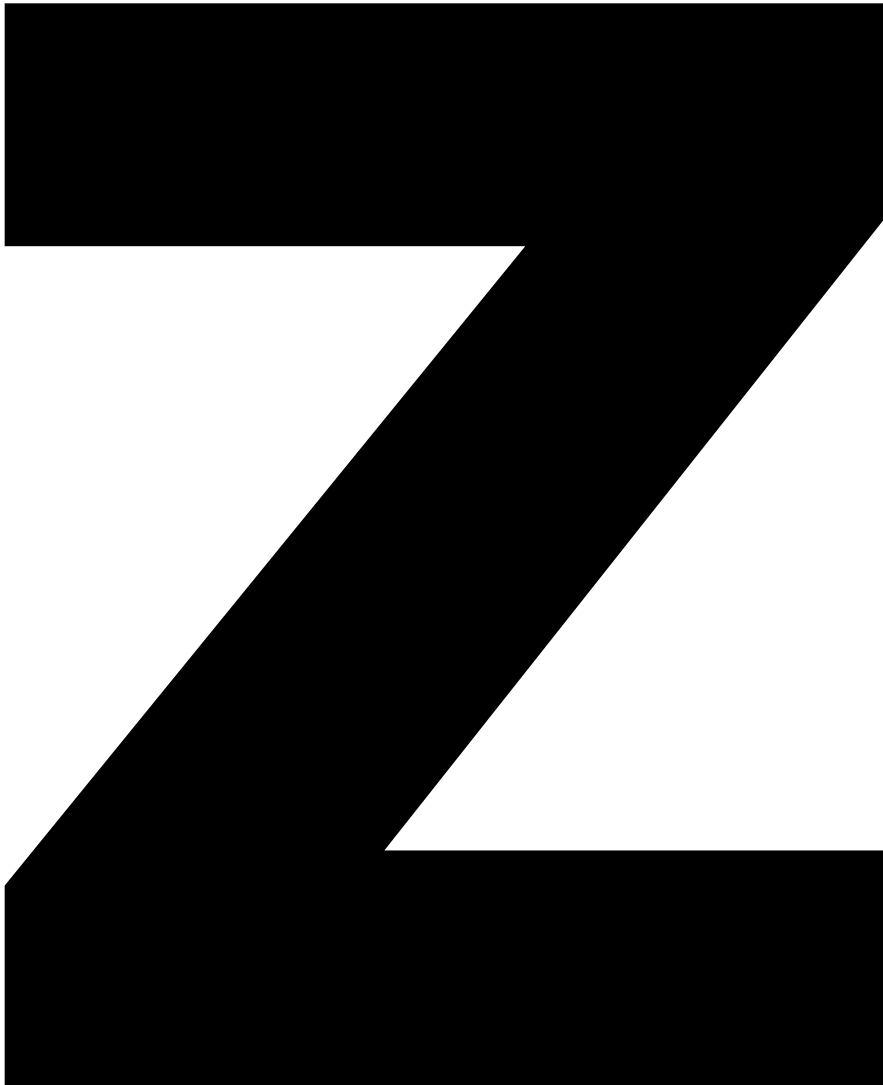
# **INSIDE** **MUGABE'S** **ZIMBABWE**

Famine is imminent for the bankrupt country and, for the first time in 35 years of totalitarian rule, the President's party is starting to tear itself apart. The suffering people, the warring factions and his would-be heirs are all waiting for one thing: the death of the Old Man

**BY GRAHAM BOYNTON**







imbabwe's schizophrenia is in vivid evidence on Friday afternoons in the capital Harare's leafy northern suburbs. At the Tin Cup restaurant round the back of the Chisipite Shopping Centre, white, sun-baked former farmers gather for a lunch of barbecued ribs and cold Castle lagers, and to talk about the good old days. The owner, Leith Bray, was run off his Tengwe farm in 2002 by a baying mob intent on killing him, but he now laughs that off as part of life's rich tapestry and gets on with his new career as a restaurant proprietor. "That's what Zimbabweans do - they make a plan," says Bray.

Half a mile away along Enterprise Road, past the desperate, ragged street-corner vendors selling everything from mobile phone airtime for nickel-and-dime commissions to rhinos and elephants made from beer cans, a more contemporary crowd is dining on fusion cuisine and South African chardonnays in four acres of lush, beautifully landscaped gardens. Amanzi Restaurant is owned by Andrew and Julia

Mama, a gregarious Nigerian-British couple who fled sectarian violence in Nigeria to settle in what they regard as a relatively peaceful African country. Amanzi draws in the diplomats, NGOs, aid workers and visiting European doctors, all of whom give the Zimbabwean capital a veneer of prosperity and normality.

But right now Zimbabwe is anything but prosperous and normal. Robert Mugabe and his ZANU PF government, while greatly enriching themselves, have run this country into the ground. It is bankrupt and this year faces a famine of epic proportions - there is a shortfall of more than a million tonnes of maize and, at the time of writing, Mugabe's government has failed to issue a letter of appeal to the United Nations, standard procedure to get the World Food Programme activated. According to opposition member of parliament Eddie Cross this is either down to Mugabe's "pride or simply lack of attention". On such whims, it seems, hangs the fate of millions of Zimbabweans.

At the same time the economic sectors - manufacturing, mining and agriculture - that were once the engine room of a productive and innovative small economy are grinding slowly to a halt. The second city Bulawayo, once the hub of the nation's industrial output, lies still and silent, the Detroit of the Zimbabwean lowveldt. At independence, manufacturing contributed 27% of the country's GDP and employed more than one and a half million people. Last year more than 100 businesses in Bulawayo closed their doors and, of those surviving, 60% have been placed under judicial management. Those who are still there are just hanging on. Making a plan.

The blame for this economic torpor lies unequivocally with Mugabe and his ZANU PF. These days the 91-year-old is known in Zimbabwe as "a visiting president", as in a visiting college professor. His role as President of the African Union - another bankrupt African organisation that depends for survival on largesse from the West - has him jetting from one AU constituency to another just as his own country appears to be locked in a death struggle. For the first time in 35 years of totalitarian rule Mugabe's political party is starting to tear itself apart, purging itself of former stalwarts, breaking into warring factions as the leadership contenders position themselves for the moment the Old Man dies.

The whole country is waiting for that moment. I have just spent a month travelling around Zimbabwe and, from the wilderness areas, through the rural communities, and in the major cities, the phrase that prefaces almost every conversation is "When the Old Man goes..." It will be a defining moment for the new Zimbabwe. But right now the Old



Zimbabwe is clinging on by its fingertips. It is a situation that alarms David Coltart, a former Cabinet minister in the now defunct Government of National Unity (GNU). He says that since independence from white minority rule in 1980 “we have never had a situation where you’ve got weapons under the control of so many different entities - ZANU is fragmented, the army is fragmented, the Central Intelligence Organisation (CIO) is fragmented, the police are fragmented - and there is a leadership vacuum. As a country, as a people, we are at our lowest ebb.”

The major contenders are, for the moment, 60-year-old Joice Majuru, former vice president and widow of the assassinated former General Solomon Majuru, and 69-year-old Emmerson Mnangagwa, vice president, hard man and living embodiment of ZANU PF’s Stalinist Old Guard. Majuru was expelled from the party at its national congress last year, with Mugabe’s wife Grace accusing Majuru of planning a coup, and she retreated to the farm bequeathed to her by the assassinated Solomon. From there she is apparently planning the first post-Mugabe government while she lives in fear of death. The MDC (Movement for Democratic Change) MP Eddie Cross says she is in great danger “and our advice to her has been for her to stay in ZANU PF and stay quiet. That may save her life.”

Mugabe’s government has in the past shown little mercy to its enemies. While Zimbabwe has all the outward appearances of a Western democracy - elections every five years, an outspoken free press ranging from State-sponsored ZANU PF publicity papers to independent anti-Mugabe dailies, and a carefully selected judiciary going through the motions of applied justice - underneath is a cruel and ruthless Stalinist state that treats every threat to the regime’s rule with pitiless efficiency.

Most recently, in late March, journalist and human rights activist Itai Dzamara was bundled into an unmarked car and has not been seen since. It is assumed he is dead.

Former ZANU PF chairman of the mines committee Edward Chindori-Chininga,

after making a statement on corruption associated with the Marange alluvial diamond fields, was killed on a drive along a remote country road. The official version is that this was a road accident, but opposition politicians insist he was shot in the head while he was driving. Chindori-Chininga was buried within 24 hours of his death and there was no autopsy. MDC MP Eddie Cross remembers congratulating Chindori-Chininga on a brave parliamentary speech “and he said ‘they’re

confirmed they had heard shots some hours before the fire and that Majuru had been burned beyond recognition. The verdict, however, declared there was no evidence of foul play and denied the family’s request for exhumation.

Several reasons are offered for Chindori-Chininga’s and Majuru’s sudden deaths. Both had been critical for some time of Mugabe’s leadership and both believed the time had come for change at the top. Also, both had criticised Mugabe’s involvement

in the Marange alluvial diamond operation that had made a small group of individuals seriously wealthy but had all but eluded contributing to the national treasury.

Between 2008 and 2013 the Marange fields in the country’s eastern highlands, at the time the largest diamond-producing project in the world, yielded an estimated 120 million carats of diamonds valued at more than \$12bn. Marange diamonds accounted for 10% of the world’s supply and its reserves, estimated at 200 million carats, were the largest anywhere outside Russia. Today, nobody is certain about the precise value of Marange diamonds as very little was officially recorded and almost no revenue found its way to the treasury. Quite clearly a parallel economy was operating here.

That parallel economy has been feeding vast sums of money into ZANU PF coffers. In 2013 the American investigative platform 100 Reporters published Zimbabwean Central Intelligence (CIO) documents that revealed how \$1bn in diamond

revenues was invested in security and intelligence measures designed to rig that year’s general election. Also, according to court papers filed by opposition leader Morgan Tsvangirai, ZANU PF paid Israeli company Nikuv International Projects at least \$10m to help manipulate the election.

Among the steps listed by the CIO were: “registering less than 10 real voters on any given day with direct command from Nikuv and the Party; populating the voters roll both before and during the elections to counter unfavourable voting outcomes; parallel registration and statistical



**The tyrant's wife: First Lady Grace Mugabe wants to succeed Robert**

going to come after me’. Ten days later he was dead.”

Even former darlings of the party have met with sudden termination when seen as crossing the leadership. Solomon Majuru was one of Mugabe’s trusted generals and closest allies during the liberation war, but in 2011 he was despatched with brutal force. It appears he’d arrived at his farm, was ordered out of his car and shot, and his body was taken into his bedroom whereupon it was set alight with phosphorus grenades. The building was also set alight.

At the subsequent inquest witnesses

manoeuvring, depopulation and population of hostile constituencies,” in co-ordination with the Registrar’s Office and an official of the Chinese Communist Party identified in the documents as Chung Huwao. A list of other nefarious activities were laid out, all “as advised by Nikuv”.

Seven major companies, including Mbada Diamond Company, Anjin and China Sonangol, operate the Marange diamond fields and all are connected to the Zimbabwe military and ZANU PF politicians. Mbada for example is headed by Raymond Mhlanga, Mugabe’s former pilot and widely known to be a close business associate of the president. (Mhlanga was also prosecution witness in the bizarre 2003 treason trial of MDC opposition leader Morgan Tsvangirai.)

Anjin, on the surface a joint venture between an obscure Zimbabwean firm called Matt Bronze and a Chinese construction company, is in fact a joint venture between the Zimbabwean generals and Chinese party officials; and China Sonangol, via a labyrinth of holding companies, is connected to the Queensway Group, whose principal owner is Sam Pa, currently under sanctions from the US Treasury for actively supporting Mugabe’s regime. According to a report by the British anti-corruption watchdog Global Witness, based on documents leaked from Zimbabwe’s CIO, Pa’s company had been allowed a share in the diamond fields after he donated 200 vehicles and \$100m to Mugabe’s secret police.

Today it seems the Marange fields have been picked clean and are all but empty of alluvial diamonds, with the bulk of the money having gone abroad. Which partly explains why the government can no longer pay its Civil Service on time and has failed consistently to pay its debts here and internationally. The amount of that vast revenue that made it to the Treasury in taxes is tiny. Eddie Cross says he “doubts that more than \$200m in total came in”.

#### Environmental catastrophe

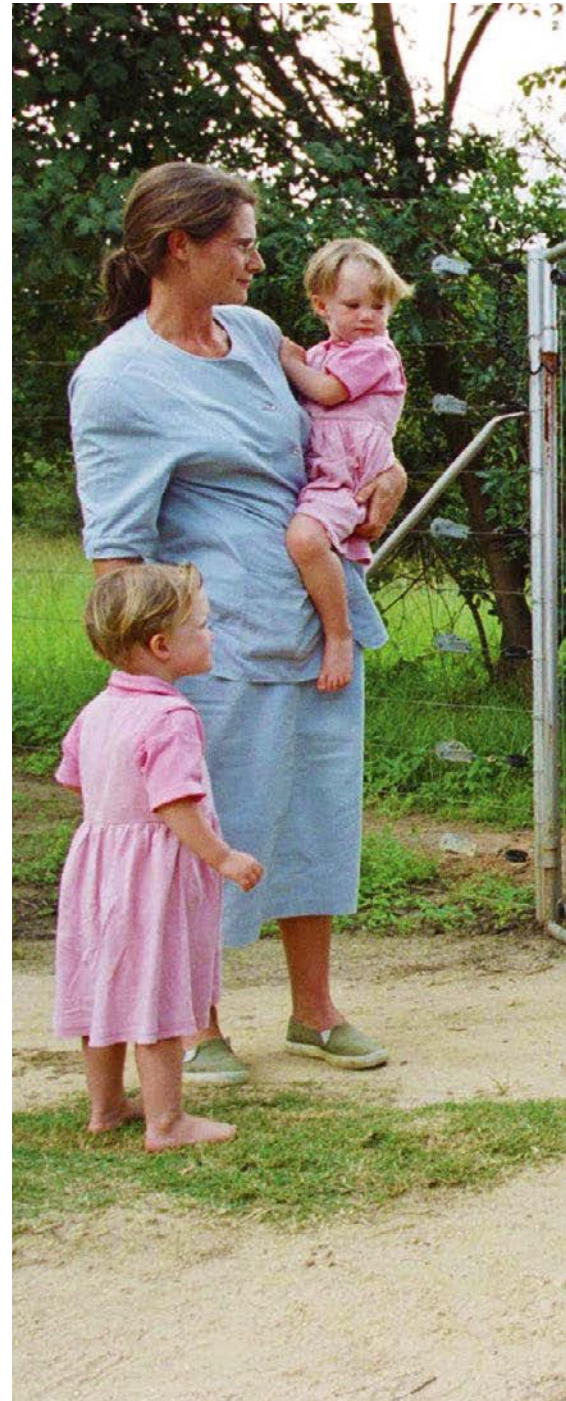
As the sun-baked farmers at the Tin Cup restaurant will tell you, the biggest calamity over the past 15 years has been the collapse of commercial farming. Before Mugabe turned his militant gangs, whom he passed

off as liberation war veterans hungry for land, on the white farming community early in 2000, agriculture was the bedrock of the Zimbabwean economy. At that time there were 5,000 white farmers, the country produced more than two million tons of maize – a surplus of 300,000 tons – and more than 240 million kilos of high-grade tobacco. There were also prosperous dairy and beef industries that satisfied local demand and earned precious foreign exchange. Zimbabwe was indeed the breadbasket of southern Africa.

Today there are fewer than 350 white farmers left working the land and, although some legitimate black farmers have replaced the whites, many of the most productive farms have been handed to ZANU PF politicians and cronies – pliable judges, retired generals, provincial administrators, girlfriends of ministers – who have become known as weekend farmers. Hendrik Olivier, director of the Commercial Farmers Union, says the so-called land reform programme has been a disaster. “The government touts the tobacco industry as a huge success but it isn’t,” he says. “In 2000 there were 2,000 commercial farmers producing more than 240 million kilos of tobacco. Today we have 100,000 people registered as tobacco farmers and we’re producing less than 160 million kilos of poor quality crop. That is not a success.”

These small farmers are also in the process of creating an environmental catastrophe. Last year 350,000 hectares of indigenous timber, mainly msasa forests, were cut down, much of it to flue-cure tobacco. The farmers do not have the infrastructure, financial resources or means of transport to transfer the necessary coal from the Hwange collieries in the west of the country as their predecessors did, so they have taken to the most accessible form of fuel in the area – the msasa forests. So serious is the problem that foreign diplomatic missions have confronted the government over the issue and one diplomat told me “we are hoping they (the government) have the sense to realise this has to stop. It is terrible. It is people going for the short-term solutions.”

According to Ben Freeth, one of the best known of the evicted white farmers, the destruction of the old farming system has led to the displacement of more than two million black farm workers and their families. He says that even the working commercial farms today employ very small numbers by comparison, leaving a large unemployed rural community struggling to survive. He points out that former Zimbabwean farmers who have been accepted with open arms by the Zambian government have helped turn that country’s agricultural economy around. It is the Zimbabweans’ innovations that have



Whites out: a farmer's wife and her daughters watch

transformed small-scale growers in their adopted country into productive farmers, upping their production from half a ton per hectare to between four and five tons a hectare. This year Zambia will be the only southern African country with a maize surplus and, ironically, will be exporting 300,000 tons of wheat to its starving neighbour, Zimbabwe.

Freeth and his father-in-law Mike Campbell were run off their Mount Carmel fruit farm by Peter Chamada, the son of

Those remaining farmers are terrorised and face two years in jail for the “crime” of farming their land – in a country that is starving





farm invaders sing revolutionary songs outside the electric fence of her homestead north of Harare in 2000

Mugabe's close political ally Nathan Shamuyarira. They and Freeth's mother-in-law were abducted, tortured and beaten by a gang of Chamada's storm troopers. The family took their case to the African Union human rights court in Namibia and, although Mike Campbell was too severely battered to attend the final hearing, Freeth appeared, albeit in a wheelchair with his head swathed in bandages, to hear the court declare attempts to invade the farm illegal.

Mugabe ignored the ruling and two

months later the farmhouse was burned to the ground. Freeth and his family were finally driven off their farm. Mike Campbell, who said his torturers had turned him into an old man overnight, died two years later of complications from the assaults.

In June Ben Freeth, who continues to campaign for Zimbabwe's white farmers as executive director of the Mike Campbell Foundation, appeared before the US Congress's Home Committee on Foreign Affairs and claimed that although the white

population on commercial farms had been cut to 5% of what it was, "ethnic cleansing of those rural areas continues. Those remaining farmers are persistently terrorised or criminalised and face two years in jail for committing the 'crime' of farming their land and living in their own homes on these farms - in a country that is starving."

When I ask him why he keeps campaigning Freeth says that his aim is to go back to farming "and black Zimbabweans say to us all the time 'don't



leave, please stay'. That's what gives us hope and drives us. The people want us."

### President in waiting

The vast majority of Zimbabweans I speak to want a new president, and a new government, as soon as possible. They dread the idea of another rigged election in 2018 that, given past form, may even fiddle a 95-year-old Robert Mugabe into yet another presidential tenure.

One name keeps coming up - Simba Makoni. An English-educated former ZANU PF minister, he became disillusioned with the party in the mid 2000s and resigned in 2008 to run against Mugabe and Morgan Tsvangirai in the presidential election.

Though the precise numbers are disputed, he came a distant third

- Tsvangirai won with around 51%, Mugabe recorded 40% and Makoni, with none of his rivals' financial or organisational backing, came in with 9%. Although he remains on the political margins, for many he is the people's president in waiting.

I meet Makoni at his Galleria KwaMurongo, an art centre and restaurant in Harare. He is in a rush as he needs to drive 250 kilometres to Mutare to back his Dawn Party candidate in the next week's by-election.

Makoni has no illusions of victory as "we expect ZANU PF will have rigged it".

Makoni has supported the MDC's Morgan Tsvangirai in the past and recognises the need to form what he calls a "grand coalition" to oust Mugabe and his party. Makoni has travelled a long political road. He was educated at Leeds University during the 1970s Rhodesian War and returned to take his place in ZANU PF in the early days of independence. Then, he says, Mugabe and a small circle of insiders began to betray the ethical base of the liberation struggle. "Today the rulers are so far away from the visions, ideals, principles, ambitions of the liberation movement I was proud to be part of."

He left ZANU PF in 2008 "and the day I announced I was leaving somebody in the party promised me I would be buried within a week". Seven years later he is still around, a principled thorn in his old party's side, a man several foreign diplomats describe as "the most ethical politician in the country".

The problem is the Zimbabwean political machine has little time for democratic

issues or such subtle nuances as the will of the people. The machine is controlled by ZANU PF, and for the moment ZANU PF is controlled by Mugabe.

However, Makoni says that old age is fast prising open the old dictator's grip: "Even physically, he can only sit up alert in his chair for 40 minutes. He's not there mentally or physically the rest of the time. "People ask me about Mugabe and I say he was genuine up to a point, then he changed, and I can tell in both time and mind when that change took place and to some extent why."

He says that in the late 1980s Mugabe lost three colleagues - Maurice Nyagumbo, who committed suicide by drinking rat poison, Enos Nkala, one of the founders of ZANU

enrolled on the course only two months earlier, and there have since been calls from Zimbabwean academics for her to give her doctorate back.

Makoni is sure the end of the Mugabe era is very close and "when he goes the door will open for us to rebuild and restore a modicum of esteem and decency and respect for ourselves." However he does fear a desperate attempt by the Mugabe dynasty to hang on to power and can't discount the widely despised Grace. "Grace wants to be there. It's unbelievable but it's true. She wants to be president. That's how irrational we have become."

### 'Drive the rubbish out'

Zimbabwe's economic desperation is there

for everyone to see on the streets of the major cities. The roads are potholed, the lifts in most government buildings are either out of order or barely working, traffic lights at major intersections operate sporadically, there are constant power outages as the Zimbabwe Electricity Supply Authority (ZESA) struggles to keep up with demand.

The pavements of the capital are crowded with vendors selling every type of goods you can imagine, and now they have spilled out onto the cities' streets in



The good life: exclusive Harare suburb Borrowdale Brooke, home to Mugabe's elite

who accused Mugabe of assassinating rivals, and Edgar Tekere, who denounced Mugabe and constantly criticised ZANU PF corruption, so was expelled from the party in 1988. "They were the only people more than equal with Mugabe, the only ones who could say no, because it was they who brought him into the nationalist movement."

Today the voice in Mugabe's ear, according to Makoni and others, is that of his wife Grace. Her rise to prominence over the past 12 months has been spectacular even by Zimbabwe's warped standards of dynastic entitlement. Grace was a typist in the President's office when she and Mugabe began an affair, apparently sanctioned by his dying first wife Sally. Now approaching 50, more than 40 years the President's junior, Grace has been transformed from First Lady and mother of two children with Mugabe to leader of ZANU PF's Women's League, thus landing a place in the ruling party's politburo. Along the way in 2014 she was awarded a questionable sociology PhD by the University of Zimbabwe, having

numbers that grow every week. These are not poor uneducated people from the rural areas - these are former teachers, office administrators, car mechanics, skilled factory workers, all victims of a collapsed formal economy, all claiming this is the only way they can pay for their children's education and put food on the family table.

The African Development Bank estimates that at least two-thirds of working Zimbabweans are now engaged in the informal economy. (Out of a population of 13 million there are only 600,000 in formal employment, of whom 250,000 are civil servants.)

Now the Mugabe government has threatened to use military force to drive these vendors from the streets in what many observers see as a repeat of the army's attack 10 years ago on the country's squatter settlements, known as Operation Murambatsvina (a Shona word that means "drive the rubbish out"). Murambatsvina forced up to a million people from their urban slum dwellings across the country



and attracted ferocious international condemnation, with a UN report calling it “disastrous and inhumane, representing a clear violation of international law”.

As has been the case over the past 35 years Mugabe and his ZANU PF inner circle merely ignored the opprobrium and went about their business as usual. The real motive behind Murambatsvina was to clear Harare of large communities of dissatisfied citizens who had voted for the opposition MDC in recent elections – and in that light it was a great success. The voice of the urban poor was temporarily silenced. Today, however, the vendors provide a more complex problem as they are organised, articulate and economically desperate, and there is no reason to believe that Zimbabwe’s spiralling unemployment will correct itself in the foreseeable future.

At the 2013 election Mugabe’s key campaign pledge was to create two million new jobs but, given the economic circumstances, he may just as well have promised to create 20 million. As the International Crisis Group reported late last year, “Zimbabwe is an insolvent and failing state, its politics zero sum, its institutions hollowing out ... without major political and economic reforms the country could slide into being a failed state”. The report concluded that “a major change is needed among political elites”.

Take a short car journey from Harare’s chaotic city centre, into the northern suburbs and beyond, and you will see the opulent lives being lived by those “political elites”. Many of ZANU PF’s major beneficiaries live in Borrowdale Brooke, the country’s most exclusive suburb. The Mugabe family have their “blue roof mansion” there, a lavish 25-bedroom house surrounded by high walls and heavily armed guards, and one of Zimbabwe’s richest and most controversial figures, Philip Chiyangwa, is also there. He is Mugabe’s cousin and has a mansion with 15 carports to accommodate his extraordinary collection of luxury vehicles, plus 18 bedrooms, 25 lounges, two swimming pools and three heliports. And recently the former Reserve Bank governor, Gideon Gono, another ZANU PF insider, gave his daughter an extremely expensive house in Borrowdale Brooke as a wedding present.

Further north along Enterprise Road is another suburb, Gletwin, where the ruling elite has also been pouring money into ostentatious property development. Here three-storey mansions one would expect to see in Beverly Hills are under construction, the most recently completed being owned by the Chief of Police, Augustine Chihuri. Such visible examples of wealth amid the grinding poverty most of the country is enduring are shocking even to old Africa hands. One long-term Western diplomat

## ‘Sanctions were the best gift the West could have given Mugabe. He’s played it out as the entire reason for the economy’s failure’

now based in Harare told me that nowhere else on the continent had he seen wealth flaunted with such impunity and “nowhere else have I seen such segregation between the privileged and the poor”.

### Sanctions as smokescreen

Robert Mugabe blames white colonials generally for his country’s current plight, and US and EU “sanctions” specifically for the parlous state of Zimbabwe’s economy. While the invasion from Europe during the Victorian era may have destabilised a rural, tribal people and indeed exploited them in the 20th century, most of today’s black Zimbabweans are so-called “born frees”, born after independence and thus having no experience of colonial exploitation. They do not share their president’s views.

The cover of sanctions is also tenuous, to say the least. The US implemented sanctions targeted against Zimbabwean government officials, security chiefs and state-owned companies in 2002 and extended these measures earlier this year because, according to President Obama, “President Mugabe and his associates continue to undermine Zimbabwe’s democratic process”. However, the US has continued to export goods to Zimbabwe and Zimbabwe exports goods to the US. There is no trade embargo. Equally the US continues to provide aid to the country – more than \$2bn since independence in 1980.

So too the EU, which until last year applied what it called “restrictive measures” against 86 targeted individuals. The EU has now suspended its restrictions on all but two individuals – Robert and Grace Mugabe – which means the other ZANU PF officials can now travel in the EU and have access to their various bank accounts. So a constant stream of money, in the form of project-targeted funding to help prop up the education system, sectors of the health service, and agriculture, continues to flow in from Mugabe’s historical enemies, the US and the EU.

However, the issue of sanctions has provided Mugabe with a convenient smokescreen for more than a decade. Zimbabwean economist John Robertson says that “the whole issue of sanctions was the most generous gift the West could have given Mugabe because he’s played it out as

the entire reason for the failure of the economy after the so-called land reform programme. In fact the US and the EU have fed this country throughout the bad years.”

For all that, Robert Mugabe, as head of the African Union and chairman of SADC (Southern African Development Community) for the past year, has chosen to take an even more vituperative stance, stridently anti-West, anti-colonial and anti-white. Addressing the recent wave of xenophobia in South Africa, much of it directed at Zimbabwean migrants, he counselled Africans to direct their wrath against whites. “It’s a xenophobia of whites not blacks,” he said. “They will say this Mugabe talks poison. I give poison not for you to swallow but to give to someone else.”

Last year he vowed that whites, even Zimbabwean-born whites, would never be allowed to own land in this country again. At his lavish 91st birthday party in Victoria Falls at the end of the year he promised to clear the last remaining white farmers off the land and, noting that most of the country’s safari industry is run by white Zimbabweans, threatened “to invade those forests” in the way they have invaded the farms. That last remark sent a shudder through the tourism industry, one of the few commercial sectors that remains relatively buoyant.

Despite this drip-feed of provocation and the constant anti-European rhetoric the people of Zimbabwe remain remarkably free of bigotry. Young white Zimbabweans have grown up without the colour prejudices that tainted their colonial forefathers while young, equally well-educated, black Zimbabweans who have travelled and worked in the West share none of this antipathy with Mugabe and the ZANU PF Old Guard. And even the older citizens who lived through the upheavals that came with transition from Rhodesia to Zimbabwe show a good will and forbearance that observers say will outlast the Mugabe regime.

Simba Makoni says he has mixed feelings about Zimbabweans’ gentle forgiving nature “as it has been part of our undoing. That we can tolerate so much abuse makes it tempting to characterise us as cowards but then so much of what we have done in the face of this cruel, brutal regime has been extremely brave.

“One thing is certain. Mugabe has abused us.”

Like everyone else here Makoni is waiting for the old man to die. ■



**Graham Boynton**

is a journalist and author of the book *Last Days in Cloud Cuckooland* on the final days of white rule in Africa.

✉@BoyntonTravels

# Bellezza.



Each creation is the result of a mediation between the freedom of an idea and the constraint of matter. However, there are materials that create their own shapes. One of these is the biodynamic cement by Italcementi used to build the **Italian Pavilion at Expo 2015**. A structure that evokes a forest made up of very complex elements that only **i.active BIODYNAMIC** with its excellent plasticity could achieve. What Pier Luigi Nervi called "**The most beautiful material that humanity has ever invented**" has demonstrated that matter has its own aesthetics when the designer and the producer accept the ongoing challenge of research and innovation.







Cover - see page 15 for Italian leaders featured

## ITALY'S INNOVATION RENAISSANCE

Economic reforms restore confidence and lead to rising investment and exports

After three years of recession, the Italian economy is enjoying a sweet spot in which the combination of a young and reformist Government, depreciation of the euro, falling interest rates, cheaper energy prices, and rising demand from international markets is powering a return to growth. Economic and legal reforms have encouraged Italian companies of all sizes to increase their investments in innovation and international expansion. Business confidence has reached a five-year high and export revenues are rising at a double digit rate. Conditions could not be more auspicious for hosting Expo Milano 2015, which is showcasing Italian innovation to an expected 20 million visitors from around the world.

"We are now witnessing the relaunch of Italy in the global

economy," Carlo Calenda, the country's Deputy Minister of Economic Development, says. "We are on track for a record performance in exports this year. Because of the Government reforms, Italy's economic growth is increasingly geared to innovation and internationalization, and Expo 2015 is playing an important part in making that happen."

It is a strategic priority for the Government of Prime Minister Matteo Renzi, which came to power last year, to help Italian companies invest in innovation and growth and increase their exports. Renzi has chosen not to pursue the aggressive spending cuts and tax hikes of other European countries. Instead, to reactivate economic growth, the 40-year old Prime Minister is taking a scythe to red tape, slashing down a thicket of labour and tax regulations, introducing

more competition into key sectors, and improving the efficiency of the public administration and judicial systems. These reforms are encouraging businesses of all sizes to invest in modernization and expansion. By getting rid of long entrenched obstacles, Renzi's Government is unleashing the potential of Italian businesses to make the most of the country's vast resources of manufacturing expertise, creativity, talent and invention on the global stage.

Italy is the second largest manufacturer in Europe and one of the world's leading exporters and innovators in the industrial machinery sector. "People always associate Italy with fashion, food, design and furniture but industrial equipment and mechanical engineering are also extremely important for us," Calenda says. "As emerging markets

industrialize, we have a fantastic opportunity to export our industrial know-how and expertise."

At Expo 2015 and across the world, Italian multinationals are bringing to new markets the country's legendary flair for design and workmanship in sectors as diverse as aerospace, fashion, food and rail engineering. Italy's share of global exports has increased for the first time since 2007, a trend that looks set to transform the country's position in the world economy.

"If I think about the future of my country for my children, I don't imagine describing Italy as a museum," Renzi told the World Economic Forum in Davos earlier this year. "I prefer the image of my country as an innovation lab. This is an incredible window of opportunity in Italy. For Italy the future is not tomorrow, it is today."



# EXPO MILANO 2015 SHOWCASES SMART TECHNOLOGIES

**A**round the world, Italy is celebrated for the quality of its food and for the art, architecture and culture of its historic cities. Since the beginning of May, Expo Milano 2015 has been showing how Italy is now using innovative technologies to transform its food production, city living and to set new standards for the rest of the world to follow.

In its first month of operations, the Expo site in Rho-Pero in Milan has received 2.7 million visitors from around the world, and some 15 million tickets have already been

**“There is a lot of focus in Italy on implementing the digital agenda.”**

**David Bevilacqua, Vice President Southern Europe, Cisco Systems**

sold. 140 countries are participating in the event, and in total 20 million visitors are expected. It is an unparalleled opportunity for Italy to showcase essential innovations that are rising to the critical challenge of feeding the world's growing population and improving their urban living conditions.

“Our theme is Feeding the Planet, Energy for Life,” Giuseppe Sala, Chief Executive Officer of Expo 2015 explains. “We are exploring how new technologies and innovations can be used to increase food production sustainably, and we are showing how Italy is innovating in the agri-food sector to achieve this.”

The fair's aim is to promote a sustainable global food system and to help the fight against hunger. “The Expo is not only a platform for our food products but is also an important way to focus the attention of the international community on the food security and scarcity problem,” Deputy Minister Carlo Calenda says.

Technology is at the forefront of Italy's response to the global food challenge. At Expo 2015, Cisco



Cisco is the IP Networks & Solutions Official Partner of Expo Milan 2015.

Systems is showing how the Italian food industry is implementing Internet of Everything (IoE) sensors all along the food supply chain, to track food production in real time, making sure that consumers know where their food is coming from, and reducing food waste. “We have what we call a ‘from the field to the fork vision’ of improving the sustainability of the food supply chain.”

David Bevilacqua, Cisco's Vice President for South Europe, says. “Most Italian agricultural producers are small family companies, so they are not the most obvious users of information communications technology. IoE is transforming even the most traditional industries in Italy, helping them deliver better services to their customers and improve the supply of food.”

With the Italian Ministry of Agriculture, at Expo 2015 Cisco is presenting its Safety for Food initiative, which uses IoE to trace food production along the entire supply chain. By tracking and analyzing ingredients and production processes in real time, Safety for Food will make it much easier for the public and private sectors to respond to health and safety scares in the food industry. The platform will also help authorities crack down on non-Italian food companies who produce counterfeit Italian-sounding food that has never been near the country. “Food that looks or sounds as if it was Made in Italy has a very high

value,” Bevilacqua explains. “Safety for Food uses IoE technologies at all steps of the supply chain, from the field to the barcode in the store. It can identify the provenance of ingredients, and make it easier to ensure compliance with quality and safety standards.”

Italy is also increasingly turning to IoE technology to wire up its cities and deliver new solutions for today's urban residents. The Expo 2015 site offers a glimpse into this future; Cisco has built a technology platform that delivers services to visitors including digital signage, e-wall technology, interactive information totems and electronic ticketing, as well as managing behind the scenes operations such as energy supply, security, logistics and maintenance. All of the services and solutions provided by event partners rely on the network infrastructure that is managed by Cisco. The first sight that a visitor to Expo encounters are Cisco's 200 digital sign installations which display directions, alerts, advertisements, the agenda of events and security messages.

Cisco is also enabling innovative services such as electric car sharing in large parts of the city of Milan. At various points of the city, Cisco

has built Digital Islands, which offer a wide range of services to residents and visitors. These Digital Islands provide access to the public WiFi network and similar services to those enjoyed by visitors to the Expo, including digital signage. They are also fitted with cameras in order to improve public security.

For these smart city services to work flawlessly, it is essential that they run on top of a world-class communications infrastructure. To this end, Cisco has partnered with Telecom Italia at Expo to build the world's first smart city from the ground up. Telecom Italia has also installed a dedicated data centre for the event.

Away from the Expo, the Government has pledged six billion euros of public funds to upgrade Italy's entire fixed line infrastructure and make it fit for cutting-edge services. At the same time, Telecom Italia is investing heavily across the country in rolling out ultra broadband infrastructure. “Telecom Italia is going to be the main player which enables Smart Cities across

**“A city is smarter when it can correlate all its digital information and create something unique.”**

**Marco Patuano, CEO, Telecom Italia**

Italy,” the company's Chief Executive Officer Marco Patuano says. “We are connecting our cities better to make Smart Cities possible. Modernizing our broadband infrastructure is the first step. We are also creating platforms where developers can use our network to create new services and applications for Italian cities and enterprises. Expo 2015 is just the beginning.”

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ARMANDO TESTA



3 MAY 2015 12:44 GMT

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## ITALIAN INSPIRATION TAKES TO THE AIR

Five hundred years after Leonardo da Vinci first conceived of a machine capable of vertical flight, Italy is one of the world's leading designers and manufacturers of helicopters and is home to one of Europe's largest aerospace industries. In aviation, architecture, automotive manufacturing and across the economy, the spirit of creativity, invention and design that flourished in the Renaissance is very much alive in Italy today.

**“By developing products that are more sophisticated and sustainable we can create more value.”**

**Carlo Pesenti, CEO, Italcementi**

The country's largest high technology company, Finmeccanica, is continuing to lead global innovation in the aerospace sector. “Our role in Italy is to drive the technology sector in the right direction, both in our own manufacturing activities and at all stages of the supply chain,” Chief Executive Officer Mauro Moretti says. The company's latest contribution to cutting-edge aerospace technology is the world's first tilt-rotor aircraft to be available for civil as well as for military use. Produced by AgustaWestland, Moretti says that the AW609 will be a ‘revolution’ for the helicopter industry. The tilt-rotor will be able to fly faster, longer and higher than ordinary helicopters, and operate even in adverse weather conditions. “They take off and land vertically like traditional helicopters, but once in flight they can be used as a fixed-wing turbo-prop airplane at over 7,000 meters high. You will be able to fly from Rome to Paris in two and a half hours.”



The company is also a global leader in the space sector. In two joint ventures, Telespazio and Thales Alenia Space, it plays a key role in a series of space programmes in Europe and further afield. Telespazio manages services for Europe's Copernicus network of environment-monitoring satellites and the Galileo navigation systems. Moretti says that Finmeccanica is well positioned to capture rapid growth in both civil and military applications.

At the same time, Finmeccanica's electronic defence subsidiary, Selex ES, is investing significantly in another high growth area – cyber security. For example, Selex ES continues to develop, implement and support the NATO Computer Incident Response Capability (NCIRC) enhancing information assurance to around 50 NATO sites and headquarters throughout 28 countries.

The strength of Italy's tradition in aerospace has drawn significant levels of foreign investment to the sector. In 2013, GE spent \$4.3 billion to acquire Turin-based parts manufacturer Avio Aero. At a new plant in Cameri, just outside Turin, Avio Aero has installed state-of-the-art technology which allows it in effect to print airplane parts. The plant is the largest in the world for additive manufacturing – the industrial version of 3D printing. Instead of casting titanium blades for use in GE turbines, Avio Aero engineers create the blades by using electron beam melting (EBM) technology, depositing layers of titanium powder following a computer design. “The plant in Cameri is the only production centre for additive manufacturing in the aerospace sector, and one of the most advanced anywhere in the world,” Sandro de



**Italcementi has developed biodynamic cement for the Italy pavilion.**

Poli, GE's Chief Executive Officer for Italy and Israel says.

As well as GE, industrial giants from Asia are also coming to Italy to access the country's excellence in engineering. Chinese chemical giant ChemChina is currently acquiring Italian tyre maker Pirelli for around \$8 billion, giving it control of one of the world's leading manufacturers of premium tyres for cars and motorbikes. “Our headquarters will remain in Italy and be run by the Italian team,” Marco Tronchetti Provera, Pirelli's Chairman and Chief Executive Officer, says. “For environmental and economic reasons, China needs the kind of tyre technology that we have, tyres that don't need to be changed so often and which reduce emissions from vehicles.”

In recent years, Chinese industrial companies have increasingly looked to Italy for leadership in innovation and design. At the previous Expo in Shanghai in 2010, Italian cement company Italcementi used a revolutionary transparent cement to build the Italian Pavilion, to the astonishment of Chinese visitors. For Expo Milano 2015, at its state-of-the-art plant in nearby Rezzato the company has produced ‘biodynamic’ cement, an environmentally sustainable cement, to create the extraordinary shapes of this year's Italian Pavilion.

Chief Executive Officer Carlo Pesenti has put innovation and

sustainability at the heart of Italcementi's growth strategy, as he aims to add value and sophistication to cement and improve its architectural and environmental performance. On the sustainability side, the company has spent €150 million at Rezzato to slash emissions by 75% and reduce its use of energy and raw materials; further afield, in Egypt, it is building its own wind farm to power its local cement plant.

**“We can create synergies between the different industries and regions where we have a presence.”**

**Mauro Moretti  
CEO, Finmeccanica**

One hundred people, often recruited from universities in the region, work on issues of innovation and sustainability at Italcementi's R&D centre in Bergamo just outside Milan. “Innovation is based on know-how, intelligence, and also a little bit of imagination and fantasy. I am pleased to say that young Italians still have plenty of that,” Pesenti says.

“Italy is known around the world as the homeland of intangible assets such as beauty, talent and creativity,” he adds. “Our job in industry is to use these assets to create very tangible value for Italy and for the world.”



**Q&A** MAURO MORETTI, CEO, Finmeccanica

## TRANSFORMATION OF A DEFENCE GIANT

**Q:** You were appointed CEO last year. What is your strategy for the future?

**A:** In January, I presented Finmeccanica's new five-year plan. We have decided to concentrate all of our resources in the aerospace, defence and security sector, which is why we have sold our transportation businesses. We are focusing on the most technologically advanced business areas and on the sectors where we are most competitive. This year, Finmeccanica is also moving from its previous holding company structure, with interests in lots of sectors, to become one single operating company. We will complete the transition by the end of 2015. It will make us a more flexible and responsive company, with a sharper focus.

**Q:** What impact will this transition have on innovation at Finmeccanica?

**A:** The new operating model will make it easier for us to create synergies in Research and Development across the different business units and make our R&D more effective. For example, we are developing world-class capabilities in unmanned vehicles, not only in the air but also on land and on sea, whilst increasing our focus on space and cyber technology. As a single operating company, it will be simpler to focus the R&D activities of those divisions. We will end any fragmentation and overlaps in R&D, generate better returns on our investments and create better products for our customers. It is a big opportunity for us to



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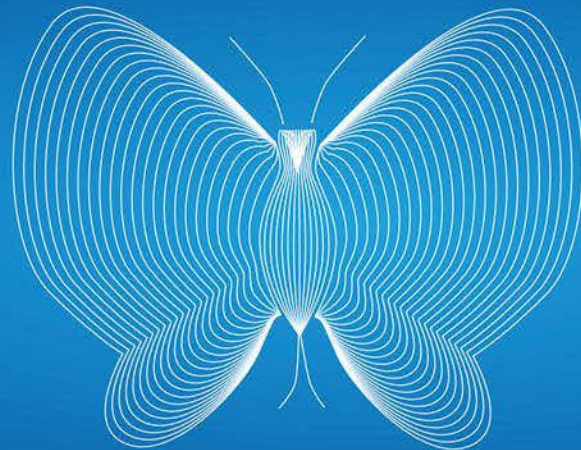
**Q:** What is the outlook for export growth?

**A:** The Italian defence market is not very large, so international growth is critical for us. We are a global company and around 75 to 80% of our revenues are international. We have two domestic markets, Italy and the UK, and strategic

operations in Poland and the US. Our aim is to devote more resources to international markets and in particular to create new partnerships in emerging markets. South East Asia is important to us, as are the Middle East, South Africa and Latin America. Ensuring local involvement by means of technology transfer and partnership with local players is a key factor in increasing exports.

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INTERNO OTTO ROMA

Terna, the largest independent electricity-transmission-grid operator in Europe and sixth in the world in terms of kilometres of lines managed, has a unique and irreplaceable role in the security and continuity of Italy's electricity system which it performs with a sustainable approach to the environment and the territory. The company, a supporter of the United Nations Global Compact and promoter of its human-rights, labour, environment and anti-corruption principles, identifies the right solutions to ensure the country gets the electricity it needs with optimised reliability, cost, and environmental sustainability conditions. As part of its approach to investment in grid development, Terna is committed to listening to the needs expressed by stakeholders and to seeking shared solutions, through a process of voluntary and prior consultation with local institutions and major environmental groups. Terna's sustainability performance in environmental, social and governance terms has been acknowledged through inclusion in leading international sustainability market indices, including the Dow Jones World and Europe Sustainability Indices.

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 **Terna**  
T E R N A G R O U P



## PIONEERS IN THE SMART POWER REVOLUTION

It is only fitting that the land that gave the world Alessandro Volta and Guglielmo Marconi is at the forefront of the new revolution in energy, making networks more efficient, flexible and sustainable. Italian energy companies are exporting their know-how in smart meters, smart grids, energy storage and energy efficiency to other countries where they operate, bringing Italian leadership in these technologies into new markets.

Italian energy giant Enel was the first utility in the world to install smart meters, and has installed more of them than any other company in Europe. The company has so far rolled out nearly 40 million smart meters in Europe, with 34 million in Italy. By 2018, Enel will add a further 13 million meters in its Spanish operations, while it has begun pilot smart metering

projects in Chile, Brazil and the Philippines. The company has also signed a smart grid deal with State Grid Corporation of China and is working with utilities across Asia.

Smart meters transmit consumption data directly to electricity suppliers, who then no longer need to rely on rough estimates or to send

**“We want to spread our sustainable energy innovations to countries where energy demand is increasing rapidly.”**

Francesco Starace, CEO, Enel

out technicians to read the meter. The technology also enables consumers to keep track of their energy use almost in real time on their household displays, where they can monitor how much their electricity is costing.



Enel Green Power operates over 700 renewable power plants.

“Because all Italian households now have smart meters we have been able to cut the cost of managing the electricity network,” Enel’s Chief Executive Officer Francesco Starace says. “Smart meters also mean that we can bill our consumers at different prices at different times of day. Italians have been able to shift their consumption to less expensive times and become more energy efficient in their homes.”

Enel installed the first smart meter in Italy in Pisa back in 2001. The technology has advanced since then, and the company is currently preparing to launch a second generation of smart meters, while most European countries have still not completed their roll-outs of the first generation. The new meters will have extra functionalities, such as using Machine to Machine (M2M) communications to ‘talk’ to household devices including washing machines, freezers and fridges. Enel is also engaged in pilot projects for smart meters for gas.

Behind the scenes, the company has become a recognized world leader in the development of smart grids. Italy is the only country in the world which already benefits from a fully digitized low voltage and medium voltage grid. This enables not only traditional flows

of electricity from generation plants to end users but also flows from domestic solar panels and other new sources back to the grid. Because the entire grid is now intelligent, and it can cope with very small and unpredictable inflows from new renewable energy installations, Italy has been able to shut down some of its oil-fired and gas-fired generation plant and improve its environmental performance.

**“We are by far the largest storage operator in Europe.”**

Matteo del Fante, CEO, Terna

Enel’s investment in renewable generation is also making a major contribution towards sustainability worldwide. Enel Green Power has an installed capacity of 9,819 MW, produced by over 700 plants in 15 countries, with a generation mix that includes wind, solar, hydro, geothermal and biomass. It is one of the world’s largest renewable energy companies, and one of the few to have the ability to deploy multiple generation technologies, often at the same location. In Nevada, it operates the world’s only power plant that uses both solar energy and geothermal power to produce electricity.

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## **RISING TO THE ENERGY STORAGE CHALLENGE**

Italy is also at the forefront of international efforts to put together the last piece in the sustainable electricity puzzle - energy storage. As the contribution from renewable energy sources increases continuously, it is becoming critical for electricity companies to develop new storage technologies.

**“We hold the world record for submarine cables.”**

Matteo del Fante, CEO, Terna

These can enable companies to store intermittent energy from wind and solar power and then distribute it when necessary.

Terna, which operates Italy's high voltage network, is already the largest operator of storage facilities in Europe. On the islands of Sardinia and Sicily, the company

has installed a Storage Lab, where it uses a range of advanced technologies such as lithium-ion batteries to store 16MW of energy for when it is needed by the grid. “It's a unique project where we are testing the real-world performances and efficiencies of the most promising storage technologies,” Terna Chief Executive Officer Matteo del Fante says. “We are in a leading position, and many other transmission system operators in Europe have come to our lab to look at what we are doing.”

Terna is also investing heavily in building new cables to interconnect with European networks in other countries. These cross-border interconnections serve to diversify the sources of electricity supply within Italy and increase the competitiveness of the electricity market by adding new options for imports. Terna is currently rolling out a new subsea power link to the Balkan country of

Montenegro, which has significant hydroelectric resources. It is also looking at the potential for building a cable to North Africa, between Sicily and Tunisia, which could import renewable energy from the Sahara into Europe. “North Africa could have very efficient wind and solar energy production,” del Fante says. “We have strong support from the Italian Government and from international institutions for this project. It is a very important link from a geopolitical viewpoint.” Not only is Terna in the ideal geographical location for building this energy bridge to Africa, but it also has the credentials in innovation that will be needed; between Sardinia and the Italian mainland it already operates the world's longest and deepest subsea electric cable.

Italian electricity companies are now increasingly deploying their expertise in global markets. In May, Terna and Enel signed an



Terna manages over 63,500 km of voltage lines. agreement to look together for opportunities overseas, so that they can jointly export Italian know-how in technologies such as smart grids and storage. “The agreement will help us develop additional power grids in countries outside Italy with a shortage of infrastructure, especially in developing countries,” Starace says.

## **Earth, our home**



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# MADE IN ITALY REACHES NEW MARKETS

The growth of the middle classes in emerging markets is fuelling new demand for products in industries from food to fashion that are all Made in Italy – the ultimate badge of tradition, quality and innovation.

"In whichever market we set up focus groups, it is amazing to see how many positive attributes are associated with Made in Italy," says Riccardo Monti, President of the ICE, the Italian Trade Agency (ITA). "When we went to Vietnam, people automatically linked products that are Made in Italy with characteristics such as elegance, style, and reliability. For an Italian, it is an extremely emotional experience to witness the strength of our country brand."

**The Expo is a fantastic place for Italian companies to show their capabilities to the world."**

**Antonio Baravalle**  
CEO, Lavazza

"From 2015 to 2030, some 800 million people will join the middle classes and become new consumers," Deputy Minister Carlo Calenda says, citing research from Goldman Sachs. "That means that the market for products that are Made in Italy will more or less double. This represents an enormous opportunity for Italian companies."

Investments in innovation are key to building on the global strength and appeal of the Made in Italy label. In May this year, premium coffee producer Lavazza made it possible for Samantha Cristoforetti, the first Italian woman astronaut, to brew the very first espresso in space. Lavazza designed a special

capsule espresso machine for the International Space Station that is able to operate in zero gravity; the invention sends a very clear message about the company's commitment

to continued research and development. "Innovation is crucial to strengthening our capability to be a premium product in the market," Lavazza's Chief Executive Officer Antonio Baravalle says. "We have doubled our investments in innovation in the last two years, and last year we doubled the number of patent applications that we filed.

Innovation is a key part of our growth strategy and is one of our core values; we invented coffee blending more than a hundred years ago. Furthermore, we were the first company to use vacuum packaging for coffee."

In keeping with the theme of Expo 2015, sustainability is another major strategic driver for Lavazza. Back on planet Earth, the company has developed a compostable coffee capsule; after using the capsule to make an espresso, consumers can dispose of it with the rest of their domestic organic waste. It is then recycled for compost thus massively reducing the number of coffee pods sent to landfill. The biodegradable product is made from plastic produced out of thistles and is the result of a 5-year research project. Lavazza is also working on

a project that is researching ways to re-utilize used coffee grounds both in agriculture and industry. As the Italian food and drink industry becomes increasingly globalized,

these investments in environmental innovation are ensuring that Italy is seen as a recognised leader in food sustainability, supporting the premium value of Made in Italy around the world. In the coming years, Lavazza expects revenue from international markets will rise to 70%, up from the current 50%, with the Italian market share falling to 30%. Reflecting its strategic focus on increasing exports, in its 120th anniversary year Lavazza is the official coffee provider for the Italy Pavilion at Expo 2015, where it is showcasing its latest developments and its premium

product pipeline. "It is the perfect place to talk about our capabilities of meeting consumer needs worldwide through innovative and differentiated products," Baravalle explains.

Lavazza has also worked with Italy's other leading coffee maker, Illy, to fund the DNA sequencing of the genome for Arabica coffee. Baravalle believes the two companies share a common interest in strengthening the brand of Italian espresso worldwide and in finding ways to help coffee farmers improve their quality and productivity.

"Most of the innovations that have allowed the coffee industry to grow in the last century are Italian," says Andrea Illy, Chairman and CEO of illycaffè. "Although Italy is only a small part of the global coffee market, the

quality of our products means that they are sold all over the world."

Like most companies in the Italian consumer goods industries, both Lavazza and Illy are family-owned businesses; Lavazza has been owned by the same family for four generations. Baravalle says that this ownership structure can be a source of competitive advantage, by making decision-making procedures simpler and faster than at multinationals with fragmented shareholder bases and complex governance structures.

Giovanni Ferrero, the Chief Executive Officer of Ferrero, the world's third largest chocolate manufacturer, says that Italian family companies are less focused on short-term earnings than their listed rivals. "We have a long-term view on how to generate value through innovation," he says. "Other companies cannot financially commit to that vision because they are focused on quarterly reports."

As its global growth continues, Ferrero expects to sell more than 40% of its iconic spread Nutella

**Italy is known as a country of inventors and of creativity, our products have an image of quality and prestige."**

**Paolo Vitelli, Chairman, Azimut Benetti Group**

outside of Europe by 2025. As well as increasing sales in emerging markets, Ferrero and other Italian food and drink companies are stepping up their presence in the US, Italy's largest export market.





"Globalisation is giving Italian companies unbelievable new opportunities in India, China and the Far East."

Luca Cordero di Montezemolo  
Chairman, Alitalia

"In many cultures, Italian food is synonymous with a standard of excellence."

Giovanni Ferrero  
CEO, Ferrero Group

"We have an incredible opportunity to grow in our product range and in geographical areas."

Diego Della Valle  
Chairman, Tod's

"We send many of our young researchers to work with Formula One or other motor championships."

Marco Tronchetti Provera  
Chairman and CEO, Pirelli

## BRAND STRENGTH DRIVES CAR DEMAND

At the Expo and beyond, Italy's largest listed companies are building on the international power and cachet that comes with being Made in Italy. "Our Italian brands convey a sense of craftsmanship and prestige that only a car Made in Italy can deliver," says Alfredo Altavilla, Chief Operating Officer for EMEA at Fiat Chrysler Automobiles (FCA). FCA, the world's seventh largest carmaker, was formed in 2014 following Fiat's acquisition of Chrysler and

the subsequent establishment of a new holding company.

In its portfolio, FCA holds a range of car brands from both Italy and the US; its Italian brands include Fiat, Ferrari (pending an Initial Public Offering later this year), Maserati and Alfa Romeo. Altavilla says that the Made in Italy status is increasingly important to the growth of the premium Italian brands, especially in emerging markets. "China is the largest market for Maserati today and it is also one of the countries where being Made in Italy is a key selling feature for cars," he says. "We

have rebuilt the Maserati brand in the last few years and it is now one of the top luxury brands in the world."

In June, FCA used the international platform and global exposure of Expo 2015 to relaunch its legendary Alfa Romeo brand for the luxury market. At Expo, the company unveiled the first of eight new Alfa Romeo models planned for the coming years, the Giulia sedan. FCA has handpicked hundreds of its best engineers from across the conglomerate to work on the Alfa Romeo relaunch, and assigned two senior managers from Ferrari to supervise research and development. By 2018, FCA aims to be selling 400,000 Alfa Romeos per year, up from 74,000 in 2013. All the cars will be produced at the Alfa Romeo factory at Cassino, near Rome, and will bring new competition to the German manufacturers that have dominated this segment in recent years.

"From the beginning we have been crystal clear that Alfa Romeo is an Italian brand, so all Alfa Romeos will be designed, engineered and manufactured in Italy," Altavilla says. "We are incredibly proud that we have the skills and resources in Italy to rebuild the Italian brand into a global player."

FCA is also increasingly leveraging the expertise of its Italian manufacturing plants as an export platform for car models from a



FCA is the sustainable mobility partner for the Expo.

number of its brands. By 2018, the company expects 80% of production from its Italian factories, including the Cassino plant for Alfa Romeo and the Grugliasco factory near Turin for Maserati, will go to the export market. FCA has embarked on a programme of major investments to modernize its Italian manufacturing plants and

**"We believe that innovation is at the heart of our success."**

Alfredo Altavilla, Chief Operating Officer EMEA, FCA

adapt them to its new mission. It has invested more than €1 billion and added 1,500 new jobs in upgrading its factory at Melfi in southern Italy, which now makes the new Fiat 500X and Jeep Renegade models and exports these latest productions from Italy's auto manufacturing industry to over 100 countries worldwide. At Melfi, workers can easily adapt the vehicles to the consumer demands and regulatory requirements of each different market, ensuring that every car rolls off the production line ready for export to its country of destination.

Independent Feature

# WELCOME TO



## MILANO 2015

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### And welcome Frecciarossa 1000



CON  




## GEARED TO GLOBAL GROWTH

The increasingly global reach of Made in Italy products is having a significant impact on the country's trade figures. Italian exports to countries outside the European Union were up over 13% in March, more than double the rate of growth for exports to EU member states. As well as increasing trade with emerging markets such as India and the Middle East, where exports rose by over 20%, demand from the US is also contributing to the surge. In

**“The internationalization of Italian companies is being driven by their investments in innovation.”**

**Riccardo Monti, President, ITA**

the first quarter of this year, export revenues from the US increased by nearly 40%.

“Last year Italy had a trade surplus of \$25 billion with the USA,” Riccardo Monti, President of the ITA says. “It’s a priority market for us and that is reflected in the funds and resources we’ve allocated to it. This year, our investment is tenfold compared with the previous year.”

While the depreciation of the euro against the dollar has clearly helped the growth in exports to the US, there are also long-term trends at work in the market that are changing buying patterns and supporting Italian products, especially in the food and



ITA President Monti delivering the Leonardo Prize with the President of the Italian Republic.

drink sector. Antonio Baravalle at Lavazza says that changes in US coffee-drinking habits are benefiting Italian producers. Whereas currently the US accounts for between 3 to 4% of the global espresso market, Baravalle expects that over the course of the next decade this will rise to 10 to 15%. “There is now a cappuccino generation in the US who have grown up with espresso-based beverages,” he says. “We are seeing growth both from the expansion of the food service market in the US and also because of the phenomenon of single serve machines in the home.” In 2014, Lavazza recorded a rise in revenues from the US of more than 27%.

The increasing sales of the Italian food and drink industry in the US are being replicated around the world, as consumers turn to more sophisticated eating habits. “Italy is not the world’s largest producer or exporter of food in terms of volume, but it is the world leader in terms of the quality and diversity of its food,” Monti says. “We have by far the largest number of products which are protected by denomination of origin,

and we have the world’s highest technology food processing and packaging industries. The global market is becoming more sophisticated, and is beginning to understand why Italian food costs more and to appreciate the value of Italian food.”

These secular shifts in global consumption are not only benefiting Italy’s food and drinks exporters. Diego Della Valle, Chairman of luxury shoe and leather goods manufacturer Tod’s, says that being made in Italy is crucial to the success of the company’s products in international markets such as Asia. “Being Made in Italy shows consumers that our products reflect Italian quality and, just as importantly, the Italian lifestyle,” Della Valle says. China currently contributes over 20% of the group’s revenues. “When Chinese

people buy a Tod’s product, they want to buy the best quality possible and a product which clearly has Italian style and elegance.”

Monti forecasts that Italy will comfortably meet its target of exceeding exports of €500 billion this year for the first time. The Government and Italian industry are also very excited by the prospects for the proposed Transatlantic Trade and Investment Partnership (TTIP) between the US and the EU. As well as opening up the US market further to Italian products, the TTIP will give stronger protection to traditional Italian products such as Parma ham and Parmigiano cheese from counterfeit products boasting the Made in Italy label without being produced anywhere near the country. “Within Europe we expect that Italy will be the country to benefit the most from the TTIP with the US,” Monti says. “We expect to see huge benefits in our textile, food and luxury goods sectors.”

“When the US concludes the TTIP with Europe as well as the Trans-Pacific Partnership, and the EU completes its free trade agreements in Asia, there will be a de facto free trade area representing 63% of world trade,” Deputy Minister for Economic Development Carlo Calenda says. “There is going to be a whole chain of free trade agreements linking fast growing markets to Italy. This will provide new opportunities for Italian companies of all sizes and all sectors to internationalize their sales and increase their exports.”



The Made In Italy seal of authenticity.

## Q&A MR. ANDREA NAPOLETANO Chief Economic Adviser of Deputy Minister Calenda and Director of FDI Department

**Q: What is the Renzi administration doing to make it easier for foreign companies to invest in Italy?**

A: The Government’s objective is to make Italy a more attractive economy to invest in. It has approved a series of actions to increase the overall attractiveness of the country, in areas such as labour legislation, tax, oil and gas resources, real estate, and disputes with foreign



investors. The Government has identified 50 measures that can enhance Italy’s competitiveness and attract foreign capital. Of those measures, 65% have already been approved.

**Q: What are Italy’s main competitive advantages for foreign investors?**

A: Italy has many competitive advantages for investors in a wide range of industries. First and fore-

most, it is the second largest manufacturer in Europe and the seventh in the world. Italy also represents a strategic gateway to 500 million consumers across the European Union and to 270 million in North Africa and the Middle East. Furthermore, investing in Italy means having access to a unique know-how in sectors such as machinery, automation, fashion, design, and food. Our workforce is skilled and cost com-

petitive. Finally, the ‘Made in Italy’ factor makes every brand unique and attractive.

**Q: What impact have foreign investors had on Italian businesses?**

A: Foreign capital has helped to change the productive structure of Italian firms, which can be too small to compete in global markets. When foreign firms do take the reins, Italian companies usually increase their sales and become more productive.



# DOING BUSINESS IN ITALY: Investment guide unlocks opportunities

As well as carrying out legislative reforms in a number of sectors, Italy has changed the governance of how it attracts foreign investment. The Government wants to improve coordination between the central and regional levels of the public administration and to provide foreign investors with one single contact, the ICE-Agency (the Italian Trade Agency – ITA).

As part of these welcome changes, the ITA has set up a new Foreign Investment Department, which acts as a one-stop shop that provides foreign investors with complete, free and confidential assistance

**“Our Government is committed to making Italy the ideal destination for investors, entrepreneurs and foreign companies”**

Carlo Calenda, Deputy Minister for Economic Development

with each and every phase of their investment project. The ITA is also working closely with authorities in the Italian regions and in the diplomatic service to promote investment opportunities in Italy worldwide.



GE's centre of excellence in Brindisi.

To fulfil its mission, earlier this year the ITA published a fully comprehensive guide in English that aims to help potential foreign investors understand how to do business in Italy and take advantage of these opportunities. As the guide explains, the Government has significantly streamlined and simplified the procedures required to start and operate a business in Italy. In particular, it has reduced both the minimum capital requirement and the paid-in minimum capital requirement and it has made registration procedures more straightforward.

The Government has also carried out a major overhaul of Italian labour regulations, removing obstacles to hiring employees and creating incentives for employers. The Jobs Act approved by the

Renzi Government in December 2014 introduced a new form of permanent employment contract, reshaped temporary contracts, established new rules on dismissals and redesigned unemployment benefits. Furthermore, the 2015 Stability Act provides for a three-year cut in employers' social contributions (up to €8,060 a year per employee), and removes the costs of a local tax surcharge for newly hired permanent workers.

The Government has made several changes to tax laws that affect foreign companies and it has introduced a new tax credit for R&D. For the tax years ranging from 2015 to 2019, companies resident in Italy will be able to benefit from a tax credit of up to 25% on qualifying R&D expenditure, or up to 50% for projects with universities and research centres, up to a total of €5 million per year.

Meanwhile, a new Development Contract provides grants and/or soft loans for investments in manufacturing, food processing, tourism and certain environmental and energy projects. The scale of these financial incentives depends on the size of the

company and the location of its project; in the southern regions, large companies are eligible to receive a maximum amount of 25% of the total investment, while medium enterprises can receive up to 35% and small companies up to 45%. The investment projects must total more than €20 million, or at least €7.5 million in the food processing sector.

To encourage R&D, the Government has also introduced a so-called Patent Box regime, which reduces the taxation of revenues derived from licensing intellectual property that has been developed in Italy. The Patent Box will play an important part in improving the returns on R&D investment in the country, and will consequently help attract foreign investors looking to tap into Italy's expertise in commercial and industrial innovation.



## 10 REASONS TO INVEST IN ITALY

- ▶ ONE OF THE WORLD'S LEADING ECONOMIES** With a GDP of more than \$2.1 trillion, Italy is the 3rd largest economy in the eurozone and the 8th in the world.
- ▶ STRATEGIC LOGISTIC HUB** Italy is a strategic gateway to 500 million consumers across the EU and to 270 million in northern Africa and the Middle East. It is the main thoroughfare linking southern Europe to central and eastern Europe.
- ▶ KEY WORLD PLAYER IN MANUFACTURING AND TRADE** For over 30 years, Italy has been the 2nd largest manufacturing economy in Europe.
- ▶ GLOBAL COMPETITIVENESS IN MACHINERY AND 'MADE IN ITALY' SECTORS** Investing in Italy means having access to unique know-how in leading sectors, such as machinery, automation, fashion, design, and food.
- ▶ COMPETITIVE & SKILLED WORKFORCE** Italian hourly labour costs are below the Eurozone average.
- ▶ EXCELLENCE IN R&D & INNOVATION** Research and innovation are widely integrated into industrial processes, with a long tradition of excellence.
- ▶ UNPARALLELED QUALITY OF LIFE AND CULTURAL OFFER** Italy's heritage, culture, art, music and food inspire passion and interest all over the world.
- ▶ TAX MEASURES AND INCENTIVES TO IMPROVE COMPETITIVENESS** Tax credit schemes are helping companies improve their competitiveness and invest in R&D.
- ▶ ON GOING REFORMS: PRO-BUSINESS AND PRO-GROWTH** A fast and comprehensive reform strategy is building a more friendly business climate and simplifying bureaucracy.
- ▶ OPEN TO FOREIGN INVESTMENT: RIGHT PLACE, RIGHT TIME** In 2014, Italy had the highest growth rate among European countries for inward greenfield FDI projects.



## LEADING THE WAY BY RAIL AND ROAD

One of the undisputable highlights of Expo 2015 has been the birth of a new Italian icon, a symbol of Italy's excellence in industrial design and engineering; the Frecciarossa 1000, the fastest, best looking train in Europe.

Manufactured locally in Italy by Bombardier in partnership with former Finmeccanica subsidiary AnsaldoBreda, the Frecciarossa 1000 is set to revolutionize high-speed travel in Italy and beyond. It has given a tangible boost to the morale and self-confidence of Italian businesses and consumers alike; with a top commercial speed of up to 360 km/h, the Frecciarossa 1000, the gleaming vehicle whose name translates as Red Arrow, is the fastest and most advanced train on the continent of Europe. During test runs the train has reached speeds in excess of 400 km/h.

**“Our trains can take you from the Expo to the most beautiful cities in Italy in just two or three hours.”**

**Michele Mario Elia**  
CEO, Ferrovie dello Stato Italiane

“We have the best technology in the world for high speed trains,” says Michele Mario Elia, the Chief Executive Officer of Italian railways company Ferrovie dello Stato Italiane, which is taking delivery of fifty Frecciarossa 1000 trains at a cost of 1.6 billion euros. “The Frecciarossa 1000 is going to change the way in which Italians move across the country. It will significantly reduce the travel times between all cities serviced by the high speed rail network, boosting the competitiveness of the train versus planes, buses and cars.”

The train's elegant and aerodynamic design, in keeping with the best traditions of Italian workmanship, is seen as a game changer for the European railway industry.



The Frecciarossa 1000 is now Europe's fastest train.

As well as the train's excellent technical performances in areas such as acceleration, adherence, braking and safety, Ferrovie dello Stato will also ensure the highest levels of passenger comfort, with large, ergonomic seats, wide corridors, individual LED lighting and spacious, soundproofed carriages that eliminate almost all vibration.

The first route of the Frecciarossa 1000 is the Milan-Rome journey, running eight times a day from Italy's business centre and the home of Expo 2015, to the political capital and back. The train can carry over 450 passengers, and it is making the journey in just two hours and twenty minutes, down from nearly three hours before.

For those passengers on other routes, Ferrovie dello Stato has been careful to add significant amounts of new capacity for the Expo, including extra trains from France and Switzerland. The railway company is an official partner of the Expo and it is playing a major part in getting millions of visitors in and out of the Expo site on time and in comfort.

The company is also investing in improving services and buying new regional trains for routes in other areas of the country. In total, the company is investing 24 billion euros in delivering Italy with the latest designs of rolling stock and

with new rail infrastructure. For its part, flag carrier Alitalia is adding international flight capacity from Italy to high growth markets and global hubs, including a daily route from Milan to Abu Dhabi and direct flights from Rome to Seoul and Beijing. “The opening of new flight routes to China and Abu Dhabi is going to be crucial for the economy and for tourists,” the Chairman of Alitalia, Luca Cordero di Montezemolo, says.

On its national road network, Italy is also a global pioneer in the deployment of telematics for cars. Ever increasing numbers of Italian drivers are installing telematics devices in their cars, a so-called black box, that measure how much they drive and how well they drive. The black boxes then send this information back to the

**“Telematics represents the future of the insurance business, and Italy is in the lead.”**

**Philippe Donnet**  
CEO, Generali Italia

insurance company. By using Big Data technology to analyse this information, insurers can better assess the car insurance risk of each individual and can lower the cost of the insurance premiums paid by the driver accordingly. It's a technology

that has been slow to catch on in much of Europe, but one in which Italian insurance giant Generali has taken the lead. “Italy is the most advanced country in Europe for telematics,” says Philippe Donnet, Chief Executive Officer of the Italian operations of insurance giant Generali, the insurance partner for the Expo. “It is changing the way we carry out insurance.”

Generali currently has around 600,000 customers with a black box in their car. Donnet expects this number to rise to around one million by the end of the year as drivers catch on to the savings they can make. Premiums for car insurance in Italy tend to be higher than elsewhere, so the savings can be significant for drivers willing to install a black box.

It is not only financial factors that are giving Italy its edge in telematics. The use of the black boxes also enables insurers such as Generali to give drivers advice on their performance and help prevent accidents. In the event of an accident, the black box can communicate with emergency services in real time. Information direct from the device also makes the subsequent claims management process more straightforward.

Generali is now planning to expand telematics-based insurance to other sectors of the insurance industry, including home insurance and even medical insurance, providing insurance products that are based on a person's behaviour and that reward healthy lifestyles. Generali is also exporting its telematics know-how outside of Italy and into other European markets.

“We are taking the telematics expertise that we have developed in Generali in Italy in motor insurance and are leveraging it in other areas,” Donnet says. “Many other countries in Europe will soon be able to benefit from Italy's know-how in telematics.”





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## A CULTURE OF LEARNING

The cities of Italy have been recognised centres of learning and science for nearly one thousand years; the oldest university in the world still in operation is the University of Bologna in the north of the country. Now, Italy's academic institutions and research centres are adding a new class of student, as international business executives

**We offer Italian expertise in specific sectors to international managers from around the world."**

**Prof. Massimo Bergami**  
Dean of Bologna Business School

come from afar to learn from the country's age-old expertise in arts such as fashion, food and design.

"What we are doing today is teaching Italian excellence. We have a long tradition of people coming

from around the world to study in Bologna", says Professor Massimo Bergami, Dean of the Bologna Business School, which the University of Bologna opened in 2000.

Bologna Business School runs a number of programmes in English, with over 90% of its students coming from abroad in some courses. After completing their course, they tend to find employment within six months, often with Italian companies in Italy or in their home countries, in sectors such as luxury goods, food and wine and mechanical technology. One of the strategic aims of the innovative business school is to support the international growth of small and medium-sized Italian companies by providing a pool of managerial talent from abroad, managers who understand the specifics of the Italian business culture. "It is important for us to contribute to



Italy is home to the world's oldest university.

the global development of Italian companies," Bergami says.

At the same time, the business school is also exporting Italian know-how in the sectors where the country is a world leader. "This is the main competitive advantage of the Bologna Business School," Bergami says. "Our international students can learn how Italian companies operate, how they develop their offer and about the company's passion for their products. They also learn about the Italian culture of excellence, which goes back for centuries."

Some of the most popular courses at Bologna Business School give international students a unique level of exposure to Italy's leading industries, such as the MBA in Design, Fashion and Luxury Goods and the unique MBA in Food and Wine. "Students doing the MBA in Food and Wine often end up managing Italian food businesses abroad, helping to grow the Italian agri-food industry and bringing Italian excellence in food and wine

to new markets," Bergami explains. At Expo 2015, Italy is showing the world that it is writing a new chapter in its age-old story of creativity and craftsmanship. A reformist Government is purging the country of the bureaucracy and vested interests that had stifled the spirit of innovation and invention in recent years. Spurred on by these reforms, Italian businesses are investing enthusiastically in research, development and design, winning new customers around the world for products that have no equal for quality and attention to detail. "For too long Italy has been like Sleeping Beauty in the woods, as if the best was already behind us," Prime Minister Renzi told the students of Georgetown University in April. "We are here to wake her up, to show her the way to the future. There is no going back on our reforms. For twenty years we were too scared to see the opportunities of globalization, but the world needs Italy and now Italy is back!"

### COVER IMAGE

#### Leaders of The Italian Innovation Renaissance

Carlo Calenda, Deputy Minister for Economic Development • Marco Tronchetti Provera, Chairman, Pirelli • Mauro Moretti, CEO, Finmeccanica • Riccardo Monti, President, IFA • Francesco Starace, CEO, Enel • Matteo Del Fante, CEO, Terna • Alberto Bombassei, Chairman, Brembo • Sandro De Poli, Chairman, G.E. • Paolo Vitelli, Chairman, Azimut Benetti Group • Vincenzo Petrone, Chairman, Fincantieri • Carlo Pesenti, CEO, Italcementi Group • Federico Ghizzoni, CEO, UniCredit • Carlo Messina, CEO, Intesa Sanpaolo • Federico Marchetti, CEO, Yoox Group • Diego Della Valle, President, Tod's • Antonio Baravalle, CEO, Lavazza • Giovanni Ferrero, CEO, Ferrero Group • Prof. Massimo Bergami, Dean, Bologna Business School • Marco Patuano, CEO, Telecom Italia • Francesco Caio, CEO, Poste Italiane • Luca Cordero di Montezemolo, Chairman, Alitalia • Giuseppe Sala, CEO, Expo Milano 2015 • Roberto Maroni, President, Regione Lombardia • Giuliano Pisapia, Mayor of Milan • Andrea Illy, CEO, illycaffè • Michele Mario Elia, CEO, Ferrovie dello Stato • Philippe Donnet, CEO, Generali Italia • David Bevilacqua, V.P. of South Europe, Cisco Systems • Alfredo Altavilla, COO, FCA Group

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NEWSWALK

# MARINA WARNER

## ‘I DESPERATELY WANTED TO BE A SAINT’

The author, scholar and winner of the 2015 Holberg Prize for outstanding researchers in the arts, tells Nicholas Shakespeare how her education in a Belgian convent sowed ‘seeds of disobedience’ in her at the age of 11. Since then, she has made a career out of exploding myths, taking particular aim at icons from the Virgin Mary to Joan of Arc

PHOTOGRAPHS BY DANNY NORTH FOR NEWSWEEK





## NEWSWALKS

In his *Walking Essays* of 1912, a brilliant young English writer, AH Sidgwick, proposed that walking “lays a foundation of mutual respect more quickly and more surely” than any other activity. The environment of a walk was exactly right: “Familiar enough to create a sense of ease, and yet strange enough to throw the walkers back on themselves with the instinct of human solidarity.”

When Paddy Leigh Fermor and Bruce Chatwin strode, chatting, through the Peloponnesian landscape, they were enacting Diogenes’ solvitur ambulando – it is solved by walking.

With this in mind *Newsweek* has invited some of the world’s most interesting thinkers to go on a walk of their choice, while reflecting on their own lives, inspirations and ambitions.



stand in St Pancras station in London and look about for Marina Warner.

Dame, Fellow of All Souls, chair of the International Man Booker Prize and polymathic interpreter of myths, Warner has suggested we meet in this imposing red-brick building – designed to headquarter the Foreign Office and then rejected by its patriarchs – which today operates as Eurostar’s London terminal.

To avoid missing each other, I stand in the upstairs foyer between a gigantic bronze statue of two lovers gazing blind into one another’s eyes, and the Betjeman Arms, named for the poet and patron saint of railways who was a friend of Warner’s father.

At 1.15pm she lands before me like a bird, wrapped in a pair of scarves and a green coat, and on her arm a blue handbag. From it, she produces an A-Z in case we get lost.

“I did want to start here,” she says as we descend in the glass-fronted lift. “I love Eurostar.” On the first occasion she boarded the train, it was to hear a lecture in Paris that her friend Edward Said was giving on late Beethoven. “It was a tremendous adventure in the late 1990s to go to Paris and come back.”

Paris was a destination ever since Warner’s father, an English colonel/amateur historian/bookseller, strode with her, aged 17, around the Marais, telling stories about the streets, the people who had made and unmade them, and showing her the faded sign on the bricks of Place de la Concorde, reading Place Louis XIV. “I’ve walked all over Paris. I studied French at Oxford [where she was the first woman editor of *Isis* magazine]. I often thought I’d get a pied-à-terre there. It’s a place where Graeme [her partner, Australian mathematician Graeme Segal] and I feel happy. He

doesn’t like the sea. He likes going to Paris, and we wander about, up Rue Saint-Denis, Rue Saint-Martin, where every building is fascinating.”

It was on a walk along the Cambridge Backs that she and Graeme had met – “after a lecture I delivered on the symbolism of bananas”.

Our destination this afternoon lies on foot through the streets of London. We cross Euston Road and head up Judd Street in the hope of emulating London novelist Iain Sinclair: “Walking is the best way to explore and exploit the city ... tramping asphalted earth in alert reverie.”

By coincidence, Warner was just in Cairo to give the Edward Said Memorial Lecture. She seized the chance to look up her childhood home on Tahrir Square; also, her father’s bookshop – in 1952 called “Isis”, and now a wholesale garment storehouse “where all the women are veiled and no men are allowed in”. Our spatial memory, she says, lasts longer than our visual memory. As she climbed the stairs, Warner recalled the bend in the staircase, the big desk, the books in shelves below ... And vivid frame by vivid frame, her parents trembled back into focus.

### The woman from Vogue

Warner has spent her writing career examining the intense ways in which myths (and by extension religions) affect our daily lives, women’s lives especially. Her investigations have flung soda on to hitherto largely tranquil waters. “What is a woman from *Vogue* doing taking on the church?” was one reaction to her study of the cult of the Virgin Mary. Another sacred cow to tilt her lance at was Joan of Arc. “I like stories that are not exemplary,” Warner says.

An accomplished novelist as well, she has gained a developing reputation as an authority on fairytales. She describes their function as twofold. “First, to tell the truth – to bypass hypocrisy and politeness and tell you how things happen. Second, to put a grinning monster at the door, so that other monsters will be frightened by it. Stories are like that – truth-telling to avert the truth happening.” It becomes obvious on our walk that what shaped Warner was her own narrative: that of a clumsy, plump, extremely rebellious girl growing up in a “patriarchally contaminated” world governed by the codes of her English father.

“When my mother died five years ago, I found two black and white films intertwined in a can and taken on my father’s Box Brownie – the two most important moments of his life.” The films were a portal into Warner’s personal fairytale.

The first roll showed Warner’s mother eating a tangerine on the balcony of the Hotel Palumbo in Ravello, on her honeymoon in 1944, aged 22. The man holding the camera, Warner’s father, was a Lieutenant-Colonel in the Coldstream Guards, 36, and nicknamed Plum after his father, the English cricket captain, Pelham Warner. “It was like being the child of Wayne Rooney – exotic and glamorous and the King inviting you to tea. My christening was very glitzy. Violet Trefusis was one of my godparents, Frank Longford another.”

Plum had led a charmed childhood, but with no money, and had never settled down. “He appears



as ‘person unknown’ in group photos of his famous Oxford contemporaries like Waugh and Greene.” When he encountered Elia Terzulli in the last months of the war in Italy, he was lost - the Germans having removed all signposts. He requested a guide to show him around.

The young woman who volunteered was an Italian orphan from Puglia, a great beauty who towered a foot above everyone else, owing - so she believed - to the hormones she had taken for TB as a child. “Five foot 10 made her a freak in Italy, but when she met the British she was found to be beautiful.” Plum tried to introduce Elia to suitable English officers, until one day she levelled her Sophia Loren eyes at him: “What about you?”

Warner says: “The story is sweet, but carrying the seeds of its own future unhappiness.”

Plum hadn’t considered marriage. He was so much older, and more interested in port and bridge than in women. “He was what we would call bisexual.” He had had girlfriends, like Penelope Chetwode - who later married John Betjeman, but actually preferred horses; or Hildegard Loretta Sell, a blonde cabaret singer from Milwaukee best known for the song *Darling, Je Vous Aime Beaucoup*. “He’d shared a flat with her in Mayfair before the war, but it turned out she was gay all her life.” Plum and Elia were married in a private chapel in Bari by an army chaplain. “Dad tried to find a bilingual best man in the regiment. He didn’t know him well.”

Soon after, Plum was posted to India. He sent

Elia ahead to London to await his return. “With a cardboard box, three books, a pair of shoes and very little English, she went to the mansion flat in South Kensington of the cricketing hero, Sir Pelham Warner. He said, ‘We can’t communicate in English, so I’ll show you how to become English,’ and he came back with a cricket bat and taught her how to hold it. ‘This is how you stand, and if you can do this perfectly, we’ll accept you’.”

Forty years later, Plum was walking through Cambridge - “and lo and behold, he bumps into his best man. ‘You must come and see Elia!’ Mother opens the front door in twinset and brogues. ‘How delightful to see you, you’re just in time for some crumpets.’ This was the south Italian waif transformed into an English country gentlewoman.”

### Smoke over the Nile

Warner consults her A-Z, then leads the way right, into Leigh Street, where she spots an antiquarian bookshop, Collinge & Clark. On a stall outside are boxes of old documents and prints. She leafs through them. “I grew up in bookshops.”

The second most important moment in Plum’s life after marriage to his Italian guide was the destruction of the bookshop he had opened in Cairo after the war. He had fought with the 8th Army in the desert when he first saw Cairo, and wanted to go back. On 26 January 1952, on an afternoon known as Black Saturday, anti-British rioters rampaged through the streets.

Curled inside the honeymoon film was footage

‘What is a woman from *Vogue* doing taking on the church?’ was one reaction to her study of the cult of the Virgin Mary



Up and almost away: Marina Warner looks at the ninth-floor room of University College Hospital where “at one time I nearly did die”

**‘He wrote things like “I can’t wait to put you on my knee”, and the nuns blamed me. I was the occasion of sin, a temptress’**

of Plum’s smouldering bookshop. “I was six. It was very dramatic. I remember him coming back, saying, ‘There’s trouble in the city. Shephard’s hotel has been sacked.’ My mother was sewing. She leapt up, and everything flew to the ground. I was on the carpet, reading, with this cascade of buttons over me. My father went over to the balcony - we had a beautiful top-floor flat overlooking the Nile. ‘Oh, my God!’ I go and see a column of smoke.”

Among the torched buildings were the offices of the Standard Stationery Company, owned by Edward Said’s father; and the offices of Isis. “My father took me alone across the river. There was the frame burned out. And in the ruins, a white lavatory roll, not burned, in a huge pile of ash.”

We enter the bookshop. She darts her eyes along the shelves. “Oh look, *Bridges on the Backs*. My father had this. He came back in 1959 and opened a bookshop in Cambridge, on Trinity Street.” She turns to ask the owner, Oliver Clark, if he has a copy of *The Mabinogion* - he hasn’t - and she ends up buying a guide to Bloomsbury for £14.99. Clark has been here 25 years. Then, the neighbourhood boasted 20 bookshops; now there are two. “We seem to have reached rock bottom,” he says as we leave.

Plum was a “non-believing social Anglican” who thought Catholicism good for a girl. Abandoning Cairo, he took the family to Belgium where Warner attended a convent in a leafy suburb of Brussels. “There was a lot of singing of French hymns as we marched into class,” and she stops to mark time on the pavement, alarming passers-by with a chant:

*Sur nous plane ombre sereine,  
Jeanne d’Arc, vierge souveraine!*

(Over us floats the serene shadow of Joan of Arc, the Maid supreme!)

Her Belgian convent prepared Warner to become a historian of Joan of Arc, she believes.

Distracted by a sign saying “Mary Ward Centre” outside a building in Queen’s Square, Warner gets excited. She ushers me inside, believing this to house the order of Loreto nuns founded in the 17th century by an English Catholic girl. She’s mistaken: the building is an adult education centre, named after a popular Victorian novelist (and relative of mine). But the story that Warner unfolds could leap from one of Mrs Humphrey Ward’s bodice rippers.

In 1956, aged 10, Warner moved to St Mary’s, Ascot under the surveillance of a legendary nun, Mother Bridget. “I desperately wanted to be a saint. I took Catherine as my confirmation name.” To add zest to the mix, Warner had hankerings to be a boy. “I wanted to be Julian in Enid Blyton’s *Famous Five*. He was the oldest, tall, strong, caring, intelligent and protective - and he led them.”

Matters came to a dramatic head when she was picked to be the Virgin Mary in the school nativity play, a great honour which earned her a solemn sermon from Mother Bridget on the need to emulate Mary in word, deed and inner thought. Then all of a sudden, she was hauled up before Mother Bridget and grilled to establish that she was still a virgin. The nuns, it emerged, had been steaming open and reading Warner’s letters from Paddy Pakenham, the 24-year-old son of her godfather Frank.

“He wrote things like ‘I can’t wait to put you on my knee,’ and the nuns blamed me. I was the occasion of sin, a temptress. ‘I don’t think you can be Mary,’ said Mother Bridget, ‘but if you repent I’ll take you to Father Alfred.’ I was put in the Daimler and driven to the local Franciscan friary and ushered into the confessional. ‘I’ve already heard, no need to go into detail,’ said Father Alfred, looking flushed and upset. I was to say three Hail Marys - the regular penance for the most ordinary sins. And I then realised that he didn’t agree with her-who-had-told-me-my-soul-was-damned-to-eternal-perdition. But it twisted me up. I was ashamed of myself, my body, and frightened of my sexual inclinations.”

### Sex and the serpent

What Warner calls “the seeds of my disobedience” germinated in a poem she wrote the following year, which came second in the W H Smith Poetry Prize. It was about Adam and Eve - “very, very sexy, with Eve liking the serpent”.

Round about this time, she discovered that her mother had lovers. “Some were connected with my father, undergraduates, dons he brought home. She was very unhappy, and was right to be jealous of me and my sister Laura. Our generation had provisions in education and sexual freedom and wore mini-skirts. When she died, I found by her bed notebooks about what she was reading. She never let on. She went through life in geisha mode. She deplored the fact I wore glasses. ‘Don’t say something clever, you’ll frighten men.’ I learned from watching her not to be dependent. I still earn my own money, do what I want.”

It was after witnessing a napalm attack on the

### Warner’s path







**Shades of 7/7: "I wish to be tolerant, but that doesn't mean we should concede the ground to others," says Warner in Tavistock Square**

Vietnamese village of Trang Bang that Warner turned her sceptical gaze on the cult of the Virgin Mary, a figure who doesn't feature in the *New Testament*, but who in Vietnam inspired a cathedral dedicated to the Immaculate Conception.

Warner had accompanied her first husband, writer William Shawcross. "A peaceful day, water buffalo in the paddy fields - then..." She watched, running out of the smoke, the naked nine-year-old girl, "The Girl in the Picture" who appeared in Kim Phuc's infamous photo. "The camera isolated her with a long lens. What we saw were women rushing out holding babies who had been terribly burned, with skin coming off." It was a defining moment. "I decided to do Mary - a mother with a baby."

### **The cult of martyrdom**

A crumpled Starbucks cup, a yellow rose in cellophane, a promise that "London will not forget them". On the railings in Tavistock Square is a memorial to the bomb attack in July 2005 which killed 13 people. "Now we have the cult of the martyrdom of Islam," says Warner. "I'm worried about its growth. I wish to be tolerant, but that doesn't mean we should concede the ground to others. We should combat them."

In the garden nearby of Gordon Square, Warner shows me the statue of a brave young Muslim woman - Noor Inayat Khan, codenamed Madeleine. This SOE agent is one more example, like Joan of Arc, of female independent-mindedness, courage





**Female example: the statue of SOE agent Noor Inayat Khan, executed in Dachau after being tortured for 10 months without revealing anything**

and adventurousness which stretched Warner's horizons beyond the dull observances of her convent education, and enabled her to reach the top-floor office in this same square - she points it out - after her recent appointment as Professor of English and creative writing at Birkbeck College. She reads aloud the words on the plaque, how Noor was executed in Dachau after being tortured for 10 months without revealing anything. "Her last word: 'Liberté'."

Around the corner is University College Hospital where, Warner says, "at one time I nearly did die". She looks up at a ninth-floor window. "I was ill 10 years ago [after an exploded ovary became septic] and I was the first patient in that hospital, which had just opened. I was alone on a palatial gleaming ward. The first time I could walk, I went to the window and saw, in the Wellcome Trust building opposite, a vision, an unexpected vision."

She was staring at a 29-metre glass statue - "galactic and entrancing" - by sculptor Thomas Heatherwick. "The world had narrowed down to ceiling and sheets and fever. This was very saving. I felt I'd been opened. It was a pause, a hope."

To better view the sculpture, we enter the Wellcome Trust HQ and walk over to the security desk. A call is swiftly put through to someone high up (Warner sits on one of the Trust's committees) and we are let in to see Heatherwick's massive 14-ton art installation. A curtain of glass threads with shapes inside, "Bleigiessen", Warner explains, is named for a German tradition. "On New Year's Eve, you take lead shot, melt it over a candle and pour it over the back of a spoon into water, and the shape it makes is an omen for the year to come." In the Salem trials, she says, they tried it with the yolk of an egg.

Before reaching our final destination, Warner is keen to show me a stuffed body. We go up the steps into University College London, and there at the end of a corridor, glowering in a glassed-in

wooden kiosk, is the clothed corpse of Jeremy Bentham, who founded UCL in 1826 as the first non-religious place of higher education in England. "He intended you to come here, whatever your religious persuasion. And he bequeathed his body as a defiance, a challenge in the face of Christianity. 'There is no life after death, this is the only life, so we might as well cherish it'."

It's dark when we arrive at the Warburg Institute. She gets me a reader's ticket and we walk in, beneath a sign in Latin which Warner translates as "Let nobody lazy pass this threshold". "This dear and wonderful library is my favourite in the world. I use it for all my books now." Rather like her father's bookshops in Cairo, Brussels and Cambridge, the Warburg library is a map of the mind, arranged according to association. "I wrote a piece on Degas's bathing nudes - the art books were next to a history of bathrooms and plumbing. The librarians do your thinking for you."

Warner has walked here this evening to attend a lecture on Maternal Infanticide Narratives.

"What's your favourite story?" I ask her afterwards.

She considers. Probably a Persian romance by the 12th-century Sufi writer Nizami. About how Solomon and Sheba give birth to a deformed child - because they have not been truthful to each other.

"The child will be healed if they are. So they start to tell things previously not admitted, bad impulses, low motives, and to search their inner world. And as they share their weaknesses and moral inadequacies, they begin to love each other truthfully, rather than to love each other in image - and the child becomes well again." **N**



**Nicholas Shakespeare** writes regular Newswalks. Future interviewees include George Steiner and Marilynne Robinson. [n.shakespeare@newsweek.com](mailto:n.shakespeare@newsweek.com)



**Top of the tree: in Gordon Square, which Warner now overlooks as Professor of English at Birkbeck College**



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Rebuilding the Colossus of Rhodes as a wonder of the modern world

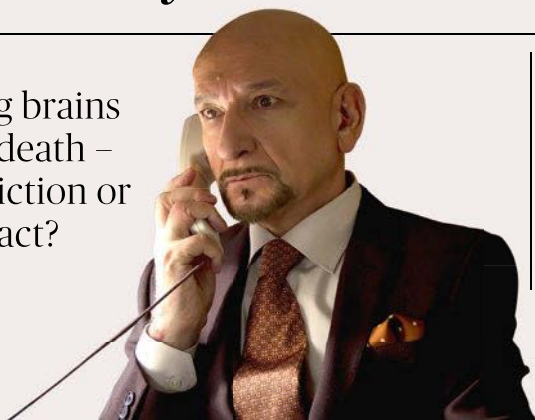
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The abstract artist giving his works to a Catalan mountain monastery

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LEANDER WENGER





# THE BEST PHOTOS IN THE WORLD

The judges of the Prix Pictet – dedicated to humanitarian and environmental issues – have chosen this year’s shortlist. Here *Newsweek* prints a sneak peek

**Matthew Glynn**  
**Arles, France**  
 MrMatthewGlynn

The shortlist for the Prix Pictet, the world’s leading photography prize, has been announced at the Rencontres Arles photography festival in the South of France. Twelve bodies of work have been chosen from more than 700 entries on this year’s theme, “Disorder”. They include British photojournalist and former war artist Alixandra Fazzina’s depictions of the humanitarian consequences of war; Magnum photographer Maxim Dondyuk’s pictures of unrest in Ukraine; South African Brent Stirton’s astonishing wildlife images from Central Africa, and Chinese artist Yongliang Yang’s detailed creations of fantasy landscapes that refer back to Song dynasty landscape painting.

The aim of the Prix Pictet is to raise awareness of humanitarian and environmental issues. Nadav Kander won the prize in 2009 with a series on the Yangtze river, a subtle reflection on the changes facing the Chinese people, photographed along the length of the river. Last year’s prize on the theme “Consumption” was won by Michael Schmidt - who died three days later - for his seven-year work on the industrial nature of food production.

The winner will receive a prize of 100,000 Swiss Francs, presented by former UN Secretary-General Kofi Annan at a ceremony on 12 November at the Musée d’Art Moderne de la Ville de Paris. An exhibition of the pictures - which are not yet on display - will open at the Musée before going on a world tour. Pictures from the entire shortlist are on our website at <http://tinyurl.com/nlqe3rf>.





Jungle slaughter: Brent Stirton's shot of conservation rangers and locals transporting the bodies of a mountain gorilla killed by gunmen from the illegal charcoal industry that is fighting the rangers' efforts to protect the gorillas' habitat in Virunga National Park, Eastern Congo







Escape and escapism: above, Alixandra Fazzina's picture of Somali refugees preparing to board smugglers' boats that will take them to Yemen. Right, a detail of Shanghai, Hong Kong and Taipei from a fantasy landscape by Yongliang Yang





A crack of light:  
right, Maxim  
Dondyuk shows  
riot police moving  
to storm Maidan  
Square in Kiev in  
February 2014.  
Below, the Middle  
East from Sophie  
Ristelhueber's  
Eleven Blowups



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## The full shortlist

### Ilit Azoulay:

Series, Imaginary Order

### Valérie Belin

Still Life

### Matthew Brandt

Honeybees

### Maxim Dondyuk

Culture of the Confrontation

### Alixandra Fazzina

A Million Shillings –  
Escape from Somalia

### Ori Gersht

Blow Up

### John Gossage

Should Nature Change

### Pieter Hugo

Permanent Error

### Gideon Mendel

Drowning World

### Sophie Ristelhueber

Eleven Blowups

### Brent Stirton

A Violation of Eden

### Yang Yongliang

Artificial Wonderland



# PICASSO THE BRAND

We're conditioned to think everything he signed is a masterpiece, but to grasp the genius behind the record sales, you must visit the Picasso Museum in Paris



**Nick Foulkes**

n.foulkes@newsweek.com

Forget shares in Lloyds or the revenues from North Sea Oil; what the UK government should really have done is buy Picasso. I am old enough to remember when Gordon Brown abolished boom and bust. Alas, this proved a trifle exaggerated.

But while the conventional economy collapsed, blue-chip art has not just recovered but soared. *Les Femmes d'Alger* may not quite be the *Demoiselles d'Avignon*, and there may be a series of 15 of them, but Christie's recently sold one in New York for a whisker over €160m all in, making it the most expensive picture ever sold at auction.

Certainly as a signature piece of art, it delivers on the brand values of a Picasso that the modern ultra-luxury consumer expects: it is unmistakable as the work of any other artist; it is of sufficient square footage to be visible across the street; it costs a fortune; and it comes with impeccable provenance, having been part of the Ganz collection (the Ganzes bought all 15 paintings new for a little over \$200,000 in 1956).

However, it is still only one painting, and even if the buyer has limitless funds with which to acquire more, Picassos with this sort of wallpower do not come on the market that often. On its own, all that the *Femmes d'Alger* will do is freshen up the décor and inform everyone you have a couple of quid in the bank.

Part of the reason that contemporary art is booming is



**Blue-chip: at just over €160m, Picasso's *Femmes d'Alger* is the most expensive picture ever sold at auction**

that it's still possible to assemble a world-class collection of the stuff, whereas the formation of a meaningful, let alone complete, collection of premier-league Picassos is simply not possible.

Of course contemporary is still a bit of a punt because you have to wait for history and posterity to sort out the stars from the supporting acts. At least with Picasso you are buying the work of a certified genius. But unless you have taken the precaution of getting your Picassos early, to get any idea of the scope of that genius, you have to visit the Picasso Museum in Paris, which reopened at the end of last year after a five-year refurbishment.

Partially because the brand is so powerful - we are conditioned to think anything that bears the famous signature (with perhaps the exception of the Citroën people-carrier) is a masterpiece

- the Picasso Museum in Paris is almost overwhelming. There is just such abundance. If you want to count yourself civilised and educated, you have to go. I am so badly organised that I could never really get around to pre-booking or find the patience to queue, so it was only the good fortune of finding myself seated near to Olivier Picasso at a dinner in Paris last year that enabled me to fix up my visit.

I can of course add nothing of any importance to the weight of Picasso scholarship but I would urge you to visit a small room of work from around the turn of the century. It was to these paintings that I found myself returning as they provided a direct link to the days of the *Bateau-Lavoir* in Montmartre, when Picasso was a struggling artist new in Paris, on the make and taking on all sorts of work to make ends meet. There is a

fabulous theatre poster that he did: it depicts a man being throttled and has one thinking of Toulouse-Lautrec.

Quite possibly my favourite work in the whole museum, however, is the 1901 portrait of Gustave Coquiot, a *Belle Époque* art critic. The picture shows a plump man in white tie with a greenish tint to his features that accentuates the black of his hair, beard and moustache and the little line of carmine that makes his lips.

The blue period was just beginning. The fame, the money and the reinvention of modern art with Cubism lay in the future. And yet when I read of the record price in New York my mind returned immediately to that haunting painting; it is a fascinating relic from the time when Picasso was learning to be Picasso and long before he had become a status symbol.



# WHEN SCIENCE CHEATS DEATH

A new tale of the hedonist who stops growing old raises a question Google and the EU are already working on: can we evade mortality?



**Rudolph Herzog**  
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Charming, handsome, yet deeply corrupt, Dorian Grey sold his soul to the Devil so that a painted likeness aged instead of him. Oscar Wilde's tale of vanity and depravity resonates today in an age more than ever obsessed by youth. In *Self/less*, the hedonist who stops growing old is impeccably embodied by Ben Kingsley, who lays on a New York drawl for his role as property shark Damian. Rich beyond proportion, this gentleman inhabits a huge penthouse above Central Park designed in blinding Dubai chic, including the inevitable golden doorknobs and toilet seats.

Damian is thoroughly unpleasant. In one scene with his daughter Claire (*Downton Abbey*'s Michelle Dockery) he flatly dismisses her charity career as not "real work". When she protests, he offers to write a cheque. His employees he humiliates in lines that Kingsley delivers with so much deadpan vitriol that you feel sorry for anyone who has to deal with him.

It also transpires that Damian has cancer and his time on earth is about to be up. Since he is a fighter and scared stiff of being forgotten (worse than dead!), he decides to try an experimental

genetic treatment so select and radical it costs \$250m. The concept of "shedding", brainchild of evil British scientist Albright (Matthew Goode), is that the mind of an old man is transferred into a young body.

While Damian's body is disposed of, Albright switches the tycoon into the body of a 35-year-old army grunt, Mark (Ryan Reynolds). There are uncomfortable side-effects. Damian has flashbacks from Mark's life, and starts investigating what happened to the donor of his body.

While this storyline is as far-fetched as it gets, the makers of *Self/less* are on the money with the idea of life-extension. Google has just launched an immortality project, recruiting top scientists from medicine, molecular biology and genetics to "devise interventions that slow ageing". While sci-fi concepts such as time travel or teleportation may never see the

light of day, finding and disabling the switch that causes us to grow old seems comparatively realistic. The idea that there is some god-given cut-off point, a maximum biological age beyond which no human could venture, has never been conclusively demonstrated. And as our understanding of our DNA blueprint grows, so does our ability to manipulate the code.

Meanwhile, scientists are debating whether it might not become possible to create a digital copy of the human mind. Computing power is growing at such speed that it does not seem entirely inconceivable that future generations might be able to download the structure of the brain. The EU is currently ploughing €1bn into the Human Brain Project, a digital mapping scheme that might be perceived as a first small step.

While all this may seem outlandish, one should recall

that in its 1897 edition, a reputable German encyclopedia flatly stated that heavier-than-air aviation was a pipe-dream. The Wright Brothers invented the aeroplane six years later.

While *Self/less* is therefore a film in close step with the zeitgeist, it does have some defects. These have less to do with the subject matter and its formulaic treatment, more with a disjunct between the characters of the "old" and "young" selves of the protagonist. Ryan Reynolds' young Damian has little in common with the nasty old man played by Ben Kingsley. One would expect all sorts of mannerisms of the old self to shine through, but they don't. Perhaps the sequences were not shot in chronology, making it difficult for Reynolds to model his character on Kingsley's performance. Nevertheless, this is a fun film to watch, and it's worth sacrificing a summer evening for the buzz.



Meeting of minds: Damian wakes to find his brain has gone from Ben Kingsley's to Ryan Reynolds' body

**When and where**  
*Self/less* is released across Europe over July and August



# THE COLOSSUS RETURNS TO RHODES

Plans to rebuild one of the Seven Wonders of the World could restore some sorely needed glory to Greece at a time when so much of our patrimony is under threat

For 20 years, Nikolaos Kotziamanis, a Greek Cypriot sculptor living in London, has been trying to pull off the greatest commission of them all - rebuilding one of the Seven Wonders of the Ancient World.

And now the dream may come true. Fotis Hatzidiacos, mayor of Rhodes, has given his backing to the reconstruction of the Colossus of Rhodes - the 30m-tall bronze statue of the sun god, Helios, raised at the mouth of the island's harbour in around 280BC.

It was designed in honour of Rhodes's victory over invading Macedonians under Alexander the Great's general, Demetrius, after a long siege. The bronze came from Macedonian weapons abandoned on the battlefield.

The mighty figure, the last of the Seven Wonders to be built, was felled, barely half a century after it was erected, by an earthquake in 225BC.

"I started making plans for the Colossus in 1991," says Nikolaos Kotziamanis. "And I made the two bronze maquettes in 1993."

Because there are no precise descriptions of the Colossus, Kotziamanis came up with two interpretations. One shows Helios directing the rays of the sun with a hand clasped to his forehead. The other has him holding the flame of civilisation in an outstretched hand.

"They caused such an excitement all over the world," says Kotziamanis. "It is an ecumenical project and lots of countries were interested. Private investors were all lined up. But the Rhodians couldn't make up their mind."

In 2000, the Rhodes municipality announced an international competition to rebuild the Colossus, but



nothing concrete - or bronze - came out of the discussions. Now, however, the mayor of Rhodes has announced that he is consulting scientists and planning a site for the Colossus.

Kotziamanis is hopeful that his vision will be finally cast in bronze - a particularly

inspirational icon at a time when Greece is going through such intense agonies.

At the moment, around two-and-a-half million tourists visit Rhodes every year. That figure is projected to rise to six million if its wonder is restored to life. No wonder Rhodes's

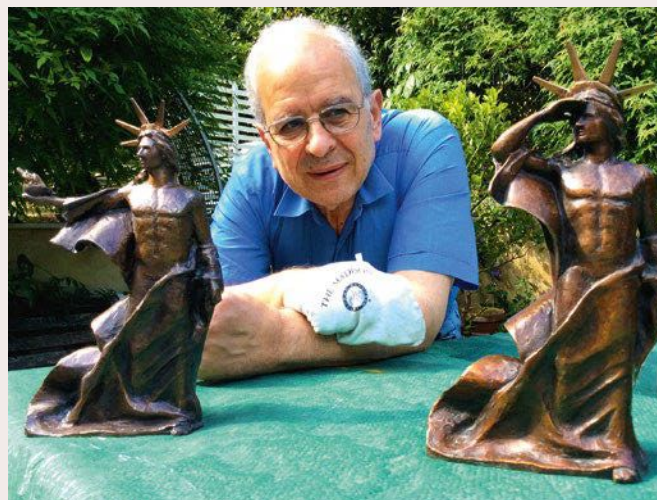
hoteliers have agreed to back the project although the anticipated cost is about €50m.

"It would be a great achievement of Hellenic culture," he says, "in the way the Eiffel Tower is the pride of France. It can be done if people fight for it and believe in it."

Structural engineer Ove Arup has provided, free of charge, a detailed technical plan to accompany Kotziamanis's maquettes. To deal with the prospect of another earthquake, the bronze statue would be wrapped around a seismic-friendly steel skeleton and then placed near its original site. No one knows the exact spot, but it certainly stood within the old walls of Rhodes, overlooking the ancient harbour.

The 60 tonnes of bronze would be cast on the island, as the original was - remains of ancient bronze foundries have been discovered on Rhodes.

The sculpture would use the







**Classical splendour: above, Panorama with the Abduction of Helen Amidst the Wonders of the Ancient World, showing all seven. Left, Nikolaos Kotziamanis with his bronze maquettes of a new Colossus. Right, a column from the temple of Zeus at Olympia**

latest computer design technology but the basic principle would be the same as the technique used by the ancient Greek sculptor Pheidias, in that parts of the sculpture would be cast separately before being fused together.

Pheidias was responsible for another ancient wonder - the statue of Zeus at Olympia, the birthplace of the Olympic Games in the western Peloponnese. The fifth century BC statue was destroyed in the fifth century AD.

But some tantalising clay casts of fragments of the statue survive in the museum at Olympia. They were discovered in the ruins of Pheidias's workshop there, having been

incorporated into a Christian statue. We know Pheidias cast the great sculpture here, because of a charming broken cup, also in the museum, with the inscription, "Pheidio eimi" - "I belong to Pheidias" - on its base.

The sad truth of it is that the Seven Wonders of the World have had a pretty rough time of it since Antipater, a Greek from Sidon, wrote the original poem highlighting them in 140BC; in that first list he included the walls of Babylon, later popularly replaced by the lighthouse at Alexandria.

We are rightly horrified at the current destruction of ancient monuments in Syria and Iraq - and the heart-breaking Isis threat to the peerless Roman ruins of Palmyra, "the Venice of the Sands". But, considering the fate of the Seven Wonders, it is staggering that those sites in Syria and Iraq have survived into the present day at all.

Natural disasters - and the unnatural wickedness of man - are powerful vaporisers of exceptional buildings. All seven wonders only existed together at one time for less than 60 years, between 280BC and 225BC, the lifetime of the Colossus of Rhodes.

Another wonder, the Mausoleum at Halicarnassus - now Bodrum - is today a sad pile of scattered

column drums, unvisited by the sun-seekers who descend on Turkey's western coast. I had the shattered mausoleum to myself for several hours on the day I visited.

When it was built in the fourth century BC, it was a mighty memorial to the Persian king Mausolus; thus our word "mausoleum". A series of earthquakes - along with the Knights of St John of Rhodes, who looted the mausoleum to build their castle at Bodrum - left little behind. The best bits are now in London at the British Museum.

The same goes for the Temple of Diana at Ephesus, whose best fragments are also in the British Museum. Much of ancient Ephesus survives - enough for the city to be named a Unesco World Heritage Site this month - but not its greatest temple.

Diana's sixth century BC temple, burnt and plundered by the fourth century AD, was the favourite of Antipater, the man who dreamt up the idea of the wonders:

"I have gazed on the walls of impregnable Babylon along which chariots may race, and on the temple of Zeus by the banks of the Alpheus,"

Antipater wrote. "I have seen the hanging gardens and the Colossus of the Helios, the great man-made

mountains of the lofty pyramids, and the gigantic tomb of Mausolus. But, when I saw the sacred house of Artemis that towers to the clouds, the others were placed in the shade, for the sun himself has never looked upon its equal outside Olympus."

Of all the wonders, only the existence of the Hanging Gardens of Babylon has never been convincingly proved. My God, who knows what horrors Isis would have inflicted on the gardens if they were around?

It is a strange irony, given the fragile nature of the wonders, that the only one to survive is the oldest, the Pyramid of Giza, built in 2584 BC. It's also intriguing that, together with the Hanging Gardens of Babylon, the pyramid is one of only two non-Greek wonders. Antipater, like so many Greeks, was a patriotic soul.

But the encouraging news is that, along with the Colossus of Rhodes, another wonder - the Lighthouse at Alexandria, built in 280BC, toppled by an earthquake in 1303AD, may rise again. In May, Egypt's Supreme Antiquities Council approved a plan to rebuild it.

Of course, these proposals may come to nothing - particularly given the chaotic state of Greece and Egypt. But how gratifying that the rebuilding spirit is there at least.

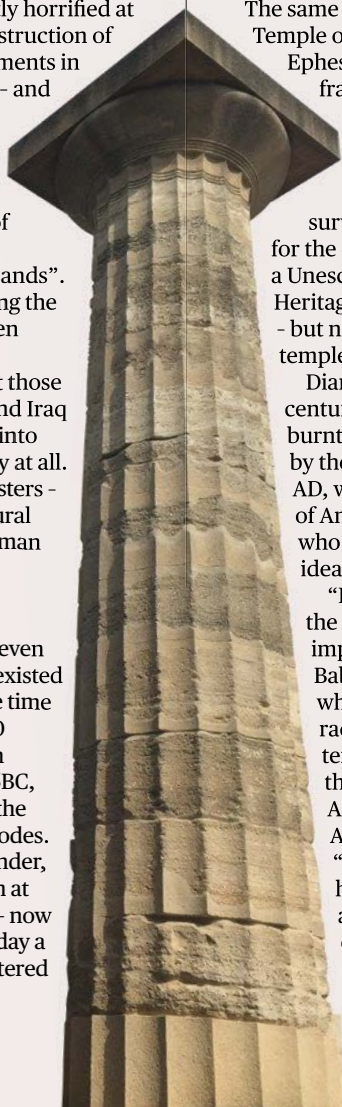
After more than 2,000 years of pillage and destruction, Antipater's glorious list may stop shrinking and start growing. Now that really would be wondrous.



**By Harry Mount**

Author of *Odyssey - Ancient Greece in the Footsteps of Odysseus*

✉@mounth





# THE WEATHER-PROOF CAMERA

A perfect DSLR for outdoor photography, how to keep track of keys and stray children, and a bracelet that warns about sun

**Graham Boynton**  
 @BoyntonTravels

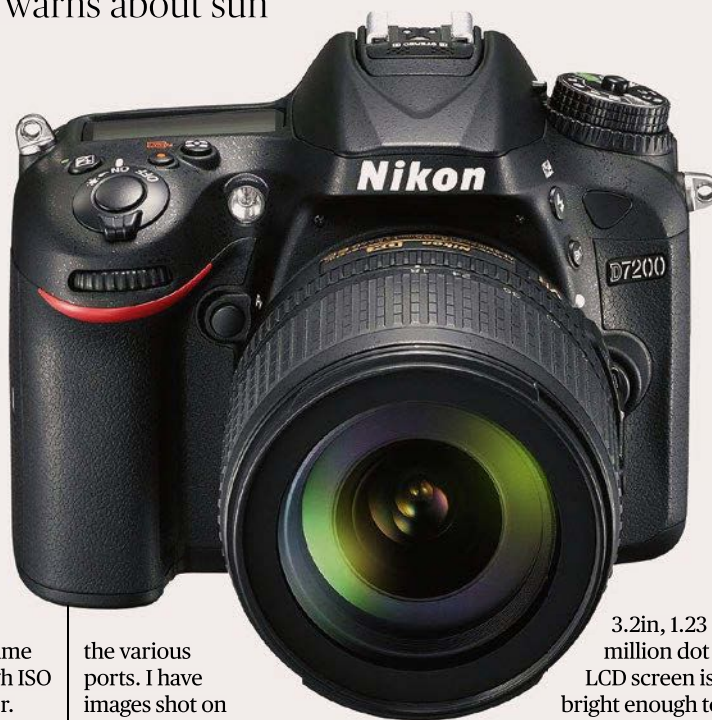
Canon and Nikon were the two camera giants of the SLR age and now that we are in the digital era, they have become the giants of DSLR. Both make excellent kit - camera bodies, lenses, flash systems and accessories - and there is not a huge difference between them.

I was a Canon person during the SLR era (and still have all my old bodies and lenses in a box in the attic) and switched to Nikon when the camera world went digital. For most of us, once we are committed to one brand it becomes too expensive to switch on a whim, and I am quite happy with my Nikon D800 and the range of Nikon lenses and accessories I've built up over the past 10 years. So, a couple of weeks testing the new D7200, the update of the very popular D7100, was just what I needed to convince myself that I am

backing the right horse and to measure the technical advances against my now three-year-old D800.

Firstly, let it be said that there aren't dramatic changes in this update. The D7200, however, remains an extremely affordable alternative to the D800 and D810, coming in at around €1,053 for the body only and around €1,545 with the 18-105mm lens kit, compared with €3,288 for the D810 body only.

The sacrifice is that you're getting an APS-C sensor rather than a full-frame one, so image quality at high ISO readings will be much lower. But given that the D7200 is hardwearing and waterproof, it makes the perfect DSLR for outdoor photography - the body has a magnesium-alloy skeleton and a polycarbonate front. Weather-proofing flaps cover



the various ports. I have images shot on Blackheath on a stormy Sunday morning to verify this - and the camera is still working perfectly. It has dual memory card slots, which is useful if you want to use one card for stills and the other for video, and the

3.2in, 1.23 million dot LCD screen is bright enough to use easily for both formats. It also has wi-fi. All in all, a superb, cost-effective addition to the Nikon range.

**Cost-effective: the new D7200 is an extremely affordable alternative to the D800 and D810**

## BiiSafe Buddy

Bluetooth key finders have been around for a while and although they sound like a great idea they tend to work only within a small radius: if your lost keys are, say, more than 50 metres away - which they inevitably are - you're unlikely to find them.

So, it is with great pleasure that I can report the arrival of a new generation of item trackers, as these things are broadly known, that connect

assorted valuables to your mobile phone. The most recent is the Finnish-made BiiSafe Buddy, which offers item tracking via Bluetooth and a location-sharing alerts feature.

You create a usage circle within the app - it is geared as much towards wayward items such as lost children or family members as it is to keys - and share your location via GPS with these people. You will see its/their location on a map on your phone or computer. Great for Glastonbury 2016. Around €45.



## Netatmo June

Now that it's high summer what are our first thoughts as we head out to the Mediterranean? A golden tan or UV-related skin damage? We are so much more attuned to the harmful effects of over-exposure to the sun these days that we are obviously more inclined to measure it.

To that end, the Netatmo's June UV bracelet is a useful accessory for the current season. It features UVA and UVB sensors, Bluetooth Low Energy and a companion app. If you sit in the sun too long or if the UV index

is high, the app will send you a notification with a recommendation. The app also gives you a forecast with UV indexes and bases daily UV dose recommendations on World Health Organization data. Unusually for a wearable it is quite attractive, comes in three colours - gold, platinum and gunmetal, and has a battery that lasts a month on full charge. €111 on Amazon.





# THE WEAKEST LINK

It is 150 years since the first ascent of the Matterhorn ended in catastrophe – because the pan-European project failed to exclude its frailest member

It should have been a triumph of European co-operation. A hundred and fifty years ago this month, four English travellers and three Continental guides (a Frenchman and two Swiss) set off from the little village of Zermatt in the Swiss Alps to try to become the first men to climb the Platonically perfect-looking mountain called the Matterhorn. All seven succeeded, but only three survived.

The lessons of what happened that day still resonate beyond the sphere of mountaineering. At the risk of stretching the analogy with other European projects, the first is that if a group is bound together, and not tied to a fixed external point, it may only be as strong as its weakest member. On the slopes of the Matterhorn, that was an inexperienced 19-year-old named Douglas Hadow.

At the steepest part of the descent, all seven were roped together. None of the survivors saw what happened, but it's supposed that Hadow slipped, pulling the three nearest to him off their feet. Since no one had hammered a piton into the rock, they all might have died. But climbers three and four were connected by a thinner length of rope. On taking the strain, it snapped.

Young Hadow; a sturdy vicar named Charles Hudson; Michel Croz, a pipe-smoking French guide; and Lord Francis Douglas, the amiable 18-year-old brother of the mad Marquess of Queensberry. These four slid out of sight with hardly a cry,



A dying fall: Gustave Doré's portrait of the Matterhorn tragedy

although Croz is said to have shouted "Impossible!" as he vanished over the edge. They then plunged some 4,000 feet to the glacier below.

A few days later, a media storm broke across Europe, a swirl of newsprint, a blizzard of blame and pontification. It was fiercest in England, where *The Times* devoted no fewer than three leading articles to the matter. In one of them, it described Lord Francis as "one of the best young fellows in

Europe". In another, it questioned the point and purpose of this crazy new pastime of mountain-climbing. "Is it life?" the leader demanded, the first in a rockfall of rhetorical questions. "Is it duty? Is it common sense? Is it allowable? Is it not wrong?"

Was it allowable? Queen Victoria wasn't sure. Endearingly, she asked her prime minister, William Gladstone, if mountaineering might be made illegal for

Englishmen. His response isn't recorded.

Was it duty? Charles Dickens didn't think so. The novelist argued the climbing fad was as whimsical as if someone vowed to mount "all the cathedral spires in the United Kingdom".

Was it common sense? We know what Dickens, the Queen and *The Times* would probably have said. Yet the better question, arguably, is not whether the desire to climb the mountain was sensible (of course it wasn't), but how it might more sensibly have been done. If you visit Zermatt – where, this month, countless commemorative events, performances and walking tours are being held to mark the anniversary – step into the Matterhorn Museum, and seek out the broken rope. Its slimmess takes the breath away. It's about as thick as a breadstick and looks as easy to break.

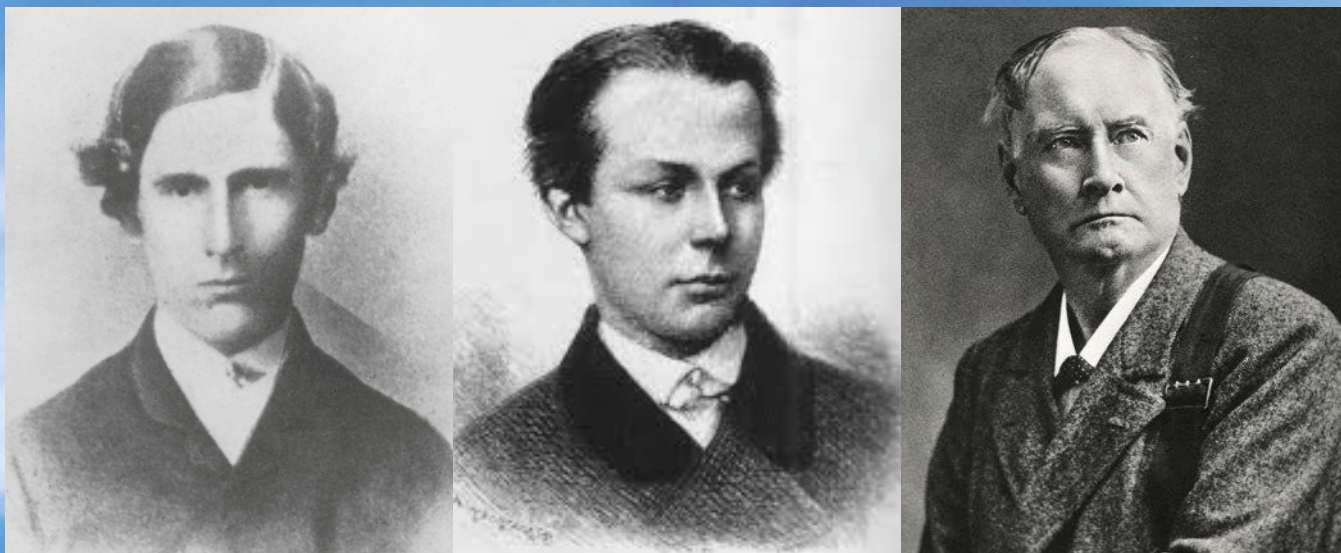
As with most major balls-ups, the Matterhorn disaster wasn't the fault of one person. It was caused by a series of bad decisions, and decisions not taken, for which the blame was shared.

The worst of these was the failure to designate a leader. Pure democracy, requiring a universal vote on any important question, is unworkable. In practice, a leader must be elected who has the power, over a set period, to push decisions through. In the case of the Matterhorn expedition, this didn't happen, probably because it wasn't obvious who that leader should be.

Lord Francis was an

>





HULTON ARCHIVE/GETTY/SHUTTERSTOCK

**Men on the mountain: from left, Douglas Hadow, who slipped, Lord Francis Douglas and Edward Whymper, who survived the trip.**

aristocrat, set for a military career, who had proved himself an able climber. At 36, Hudson was the oldest, a very good climber, a man of the cloth. And then there was Edward Whymper, a 25-year-old engraver (not from the top drawer socially) who was travelling the Alps sketching the peaks for an English publisher. He was probably the most gifted climber.

Any of these would have done. Any of these might have taken the decision, for the good of the group, to exclude

“  
The error of one member of the group had brought disaster on all, not only the ones who died.

the weakest member, the one whose knees were starting to shake.

The aura of a curse shadowed the enterprise. According to local superstition, there was a derelict city on the Matterhorn. It was said to be home to “gins and effreets”, to use the words of Whymper. Swiss folklore warned of “barbegazi”: hairy homunculi with enormous feet, which enabled them to surf on avalanches (the name comes from *barbe glâcée*, meaning frozen beard).

Needless to say, no such goblins were encountered, nor any ruined palaces. The summit was silent and empty, and in a burst of schoolboyish spirits, Croz and Whymper sprinted for the top. It was sportingly agreed that they had reached it at exactly the same time. On one side lay the grey peaks of Switzerland; on the other, the red hills of Italy. It was 2pm on 14 July 1865.

There’s a nightmarish quality, in retrospect, to the activities of the seven on the summit, as they fuffed in the cold sunshine. Pipes were

smoked. Croz hung a shirt as a flag. Whymper sketched.

Some chat was held as to whether it might be a good idea to use a fixed rope at the steepest part of the descent. For it was here, coming up, that Hadow had found himself struggling. He was strong, of athletic stock (his brother Frank would win the second ever men’s tennis title at Wimbledon, and is credited with inventing the lob). But once you get the jitters, they’re hard to shift.

The others had had no such trouble. In fact, they had found the climb a cinch. For it turned out that the east face of the Matterhorn – which looks pretty forbidding today to the speculative skier, goggling from his chairlift – was less steep than it had always appeared: more of a scramble than a climb, except at that steepest part, which was where it all went wrong.

Hudson and Whymper had settled that a rope should be fixed. But after they began the descent, the latter realised that he had neglected the tradition of leaving their names in a bottle. He hastened back up in

order to attend to this trivial chore. By the time he rejoined them, the others had reached the steep bit. Neither Hudson, nor anyone else, had fixed a rope to a piton.

He tied in between the two Swiss guides, a father and a son who, both being called Peter Taugwalder, were known as Young Peter and Old Peter.

Then came the slip. Croz’s cry. The sound of falling rocks, and more than rocks. Old Peter tried to brace and the thin rope broke.

A few seconds later, Whymper and the Taugwalders found themselves alone on the hillside.

The Englishman later accused the Swiss of going to pieces. They, meanwhile, said the same of him. According to Whymper, Old Peter burst into tears, while Young Peter wailed, “We are lost! We are lost!” Against this, Young Peter would recall that, when they eventually moved off again, Whymper was “trembling and could scarcely take another safe step”. In Whymper’s account, the Swiss informed him that they had decided to





refuse payment for their services. This, they confessed, was so people would pity them, meaning they would receive more cash in the long run.

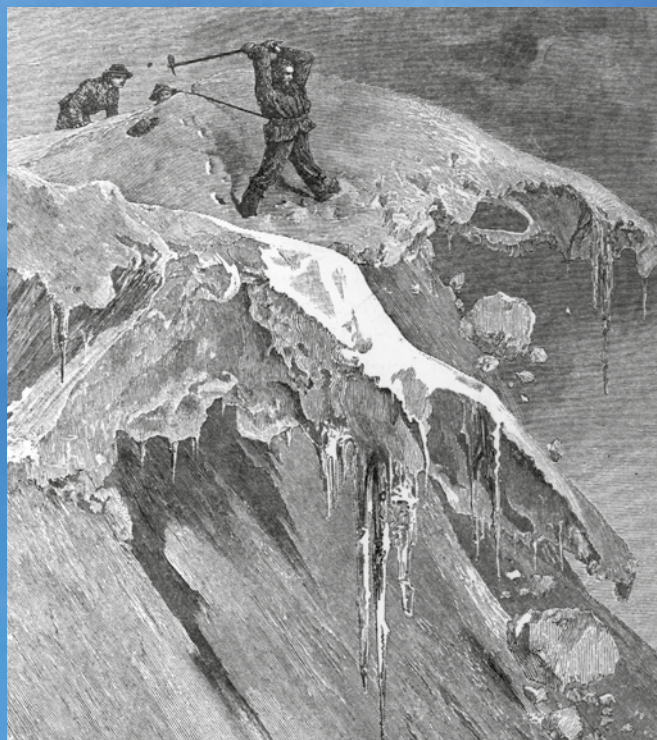
Outraged to find them thinking of money at such a time, he lost his temper, and the mood grew ugly. Since it was too late to reach Zermatt in daylight, the three pitched camp, and Whymper, exhausted and paranoid, began to think how convenient it would be for the Taugwalders if he too met with an accident. He passed a sleepless night, on his feet, his ice-axe gripped in his hands.

Whymper never blamed Old Peter for not tying on to Lord Francis with a thicker rope. He must have known that the rope that broke had probably saved his life. In those days, the use of such thin ropes wasn't so unusual. It was only afterwards that experiments were carried out to determine the weights different ropes could bear, the results absorbed by the climbing community.

Several days passed before a team of English and locals, including the resilient Whymper, succeeded in reaching the bodies. They lay in the snow, half-naked and horribly mangled. Hadow was identified by some hanks of hair; Hudson by a letter to his wife Emily, and by his crucifix, which had buried itself in his chin. The worst to see was Croz, who had lost the upper part of his head.

"He was simply smashed," Whymper noted. "As if some tremendous giant had taken him and had dashed him against rocks over and over again, until all semblance of humanity was obliterated."

There was one body missing, that of Lord Francis. They found his boots. His brother (who would later persecute Oscar



Ice man: Edward Whymper's sketch of the Matterhorn's Morning Pass

Wilde) hurried to Zermatt and roamed the hills in search of him, to no avail. His sister Florence instituted a reward for his recovery. It was never claimed. He seemed to have been vaporised on the way down, reduced to a red mist that had floated away on the breeze.

It was hard not to attribute a personality to such violence, as if the Matterhorn itself had exacted a kind of revenge. Or it was Nature, flexing her muscles. And what of the detail of the crucifix that had stabbed the vicar's chin? Surely this was proof, if proof were needed, of the non-existence of God. The rosary beads belonging to the Catholic Croz had been "pulverised".

Hudson's widow wrote to Whymper, alluding to this disturbing implication even as she denied it: "The blow has

been a terrible one to me, but it has not shaken my belief in God's overruling providence. I believe that it has been for some wise and good purpose of his own that he has permitted this sad calamity to happen, and I trust good may come out of it to all concerned."

But it was vain to try to find

meaning in an event whose meaning lay in the lack of it. The error of one member of the group had brought disaster, not only the ones who died. Whymper never shook off the association, and ever afterwards climbed alone, for fear of another such mishap. Old Peter, who felt he was blamed for the tragedy, suffered a breakdown.

Only Young Peter, and the village of Zermatt, benefited. As a professional guide, the former climbed the mountain on countless subsequent occasions. The latter became one of the best-known resorts in the Alps.

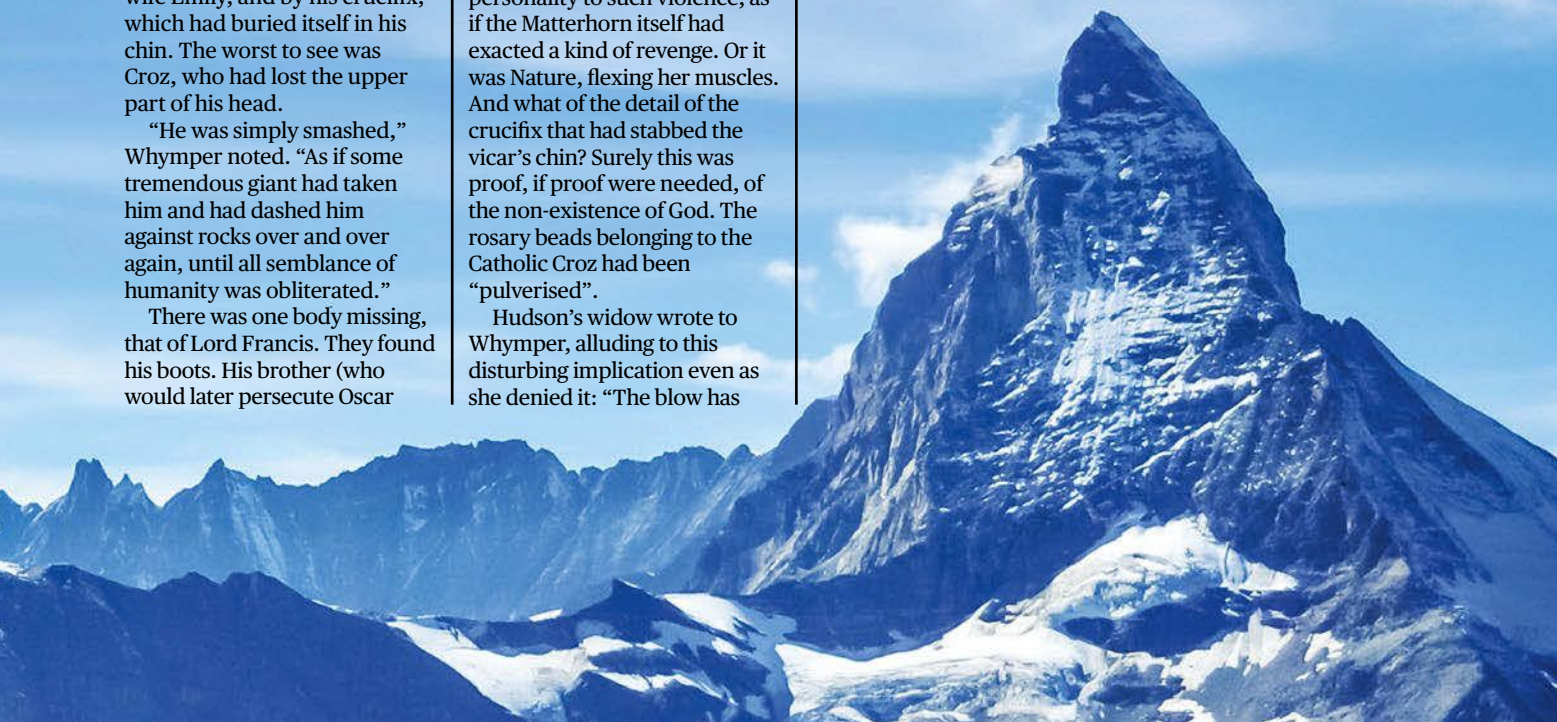
The first question that was posed by *The Times* in its anguished editorial was: "Is it life?" The last was: "Is it not wrong?"

What most shocked about the Matterhorn tragedy was its lightness: how casually the summit had been reached, and how carelessly disaster had struck. It wasn't wrong. But it was life.



**By Thomas W Hodgkinson**

Co-author of *How To Sound Cultured*, due out in November from Icon Books.  
@virbius1





# WHY EVERYONE LIKES A LICK OF LEATHER

The surging popularity of fresher, less heavily masculine leather fragrances carries a whiff of exotic travel, of the Roaring Twenties and even of the seraglio



**Alice Hart-Davis**  
 @AliceHartDavis

"When you say 'leather' there is a buzz of sexiness," muses Clara Molloy, who runs Paris-based Memo Fragrances with her husband John. "In fashion as in fragrance, leather can be very versatile. The new thin soft leathers punched full of little holes look very feminine, but leather can also be a symbol of power and virility."

Leathery fragrances used to be heavy and masculine, dosed up with tobacco and spice, but all that has changed in the past decade, and leather notes now lead perfumes that are lighter, fresher and altogether more

## A smell that sells

When Tom Ford launched Tuscan Leather in 2007, it was an immediate hit; it sold out repeatedly, Harrods and Selfridges had waiting lists hundreds of names long for each consignment, and bottles swapped hands on ebay for four times the £100+ price tag.

Why all the fuss? To its fans, it is simply intoxicating, all warm and woody and smoky. Yet fragrance supremo Luca Turin, in his excellent book *Perfumes: The Guide*, summarises its essence in two words, "new car", and gives it only a two-out-of-five star rating. Which proves? Only that beauty in scent is very much in the nose of the beholder.

intriguing. The Molloyes have made leather one of the cornerstones of their fragrance business. Clara is Spanish, John is Irish; Memo's "nose", Alienor Massenet, is Hungarian.

The idea of travel is central to the brand and there's a strong sense of the global nomad in the company's DNA. This translates into fragrances that take their wearer on a journey and evoke a particular place: Memo's first collection of fragrances was called *Les Echapées*. Thinking of the leather suitcases that an old-fashioned traveller might carry led to their new collection, which is all about the diversity of fragrance that can be found within the landscape of leather.

There's Irish leather (strong, with refreshing "green" notes that are a nod to John's heritage); Italian leather, which is interestingly leavened with tomato leaf; French leather (more delicate, rose and suede sparkled up with pink pepper) and now African leather, which is spicy but also flowery thanks to the inclusion of geranium. "It's totally unusual but it really does work," says Clara. "It's very modern."

The association between perfume and leather is centuries old. As perfume used to be a necessity to mask the appalling smell of leather, it's something of a paradox that leathery fragrances should be so enduringly popular.

James Craven, perfume archivist at niche fragrance specialists *Les Senteurs*, explains. "Scented leather had a huge vogue right through from the Renaissance, though the scent was added because the traditional way of tanning leather involved urine and faeces, which gave lovely soft leather but a dreadful smell."



International class: Memo's new collection of fragrances

King George III, for his part, so liked the smell of scented gloves that he commissioned Creed, the royal glovemaking, to create the scent in liquid form.

When modern perfumery began to take shape in the late 19th century, fragrances inspired by leather came roaring back. One peak was in the 1920s - those naughty flapper girls, showing their legs and scandalising polite society with their heavy make-up, loved the shocking masculinity of a leather scent.

Craven sees two strands behind the new popularity of leather fragrance. "It's partly because we have reached another non-gender-specific era, and partly because women have become unafraid to ask for

fragrances that aren't typically feminine. There's also a sense now, as there was when leather fragrances were so popular in the 1920s, of women conquering something traditionally male."

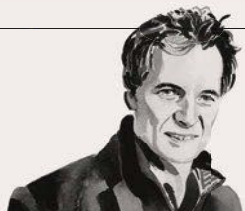
His particular favourite leathers include *Bandit* by Robert Piguet, "a blond leather, very animalistic, extraordinarily sophisticated and very... ambisexual" and *Cuir Ottoman* from *Parfums d'Empire*: "It's perverse, a soft almost chamois leather combined with the scent of human skin and flesh. It's playing with the idea of the seraglio of Constantinople, the odalisque in the steam bath ..."

As Molloy points out, there's that buzz of sex again: these fragrances should come with a wear-with-care warning.



# MOUNTAIN MONKS AND MODERN ART

In a gift of light, joyful – even playful – pictures to the monastery of Montserrat, Sean Scully has made something to match the chapels of Matisse and Rothko



**Harry Eyres**

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The jagged mountain has inspired creativity before. Anyone seeking the source of Gaudi's joyful fantasies in stone need only marvel at the organ-pipe rock formations of Montserrat, the isolated massif 40 miles west of Barcelona that also shelters one of Europe's most venerable monasteries, Santa Maria de Montserrat. Now abbey and massif have been united with an artspace devoted to the work of the Irish-born, American-based abstract painter Sean Scully, who celebrated his 70th birthday at the space's recent inauguration.

In an act of great generosity on both sides, Scully has donated 22 works – including six abstract paintings and three murals, the series *Holly-Stationes*, stained-glass windows, an altar and two crosses – for permanent display in the modest Romanesque church of Santa Cecilia in the abbey precinct, restored and purified by the local architect Xavier Guitart with funding from the Diputació (Provincial Council) of Barcelona.

The only obvious comparisons, in terms of the marriage of avant-garde art and spirituality, are Matisse's chapel at Saint Paul de Vence and Rothko's at Houston. Scully, who has risen to international prominence with no gimmicks, as a serious painter in the tradition of abstract expressionism, does not shy away from such references.



**Artistic gift: the altar and two crosses Scully donated to the church**

"Rothko is the closest," he admits, but goes on to say that he finds Rothko "depressing and bleak". "I had an idea I could humanise abstract art," he goes on; "I saw a potential in abstract art which had never been unlocked. I wanted to make it like Matisse or Picasso, so people would enter it."

I first came across Scully's work at an exhibition in Barcelona in 1995. I was immediately drawn to what seemed a marriage of warmth and rigour, strong emotion and tangible earthiness confined within powerful and cogent structure. As well as Rothko, Mondrian is obviously also an influence on Scully, who uses grids and squares of colour; at the same time, the

Irishman is quite unlike the otherworldly Dutch master. "He is pure and I am dirty! I love sex!" he exclaims.

The work in Santa Cecilia covers a far wider emotional and spiritual gamut than the sombre meditations of Rothko or the cool, quasi-mathematical constructions of Mondrian. Most Rothko-like is the huge and impressive triptych *Doric Nyx*, which suggests profound grief and spiritual deprivation. But the predominant tone is far lighter, more joyful and even playful. Most intellectually rigorous is the large ochre and red painting *Cecilia (Landline Cecilia)*, which is in part a meditation on music. Facing it is *Barcelona Wall of Light Pink*, whose horizontal bands of blue, pinky-grey, blue again, red, and finally blue evoke all the voluptuousness of Mediterranean light, landscape, sky and sea, with almost unbearable sensuous intensity.

It is not by accident that Scully has established his spiritual home and monument

in this particular corner of Europe. He came to live and work in Barcelona through the offer of a studio by a friend in 1994. Since then he has acquired a deep love and knowledge of the autonomous region, its vibrant capital, and what he calls Catalans' abiding concern with "liberty", which he associates with the struggles of Ireland.

In a moving speech at the inauguration, Scully said that the "generosity" he encountered working with the Catalan monastery "would have no parallel anywhere else. I could do what I wanted, I could have painted pictures of elephants and they would have said 'bueno' [that's fine]."

The Sean Scully-Santa Cecilia de Montserrat Art Centre, and the associated Sean Scully Institute of Art and Spirituality, which opened to the public on 2 July, are not just an apotheosis of Scully, but a testament to the open-mindedness and cultural reach of this very special monastery. Of the 50 monks, the Abbot Father Josep Soler told me, "maybe 40 have PhDs". He went on to remind me of the abbey's long history of intellectual openness and ambition. "In 1498 we had a printing press brought over from Germany."

Scully himself professes no particular religious faith but seems reconciled with his Catholic upbringing. "With religion I'll sleep with anyone," he says, his mischievousness masking an unmistakable seriousness of spiritual purpose. Suddenly he remembers a poem by Seamus Heaney which contains the line "an astounding crate full of air". It seems not a bad description of his own work.

“  
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unlocked”



# MY WEEKEND – FRANTZ YVELIN

The founder and head of boutique airline La Compagnie loves to escape to Normandy, watch Formula 1 and go flying

## Friday evening

Usually on the Friday night I'm just trying to rest, because I'm usually so tired from the week, so I'll just relax. I enjoy watching movies, I'm addicted. I have to admit I'm a big fan of *The Avengers*, Indiana Jones, James Bond, those sorts of action films.

I'll try to have dinner at home, in Paris, but I must confess: I am probably one of the worst cooks in the world. So I might rustle up a quick salad, or some pasta. It's not going to be a Michelin star dinner or anything like that, but I enjoy it.

## Saturday morning

I get up before 10 or 11. I usually never have lunch, just a large breakfast. My American friends tell me it's called brunching. I'll have French toast, croissants, orange juice and coffee. Very simple, nothing fancy or complicated.

## Saturday afternoon

Then I might go to Normandy in the afternoon, where my parents and my sister live. I'll go about once a month to spend time with them. I enjoy driving there and I enjoy the quietness of the place. It's very green, the beaches are nice. I might go to the city of Rouen and enjoy a coffee there. Then



'My dream weekend is flying across Scotland in a small aeroplane'

I'll stay in in the evening. If I stay in Paris, I do like to go out to parties with friends.

## Sunday morning

I've flown planes since I was 15, and my hobby is flying small planes. I fly them from an airport in Normandy. I enjoy the feeling of freedom, of being in the skies alone. It's a great pleasure of mine.

My most memorable flights were flying above the Grand Canyon in a Cessna 172

single-engine aeroplane, when I was 21, soon after I got my commercial pilot's licence. The second most memorable time was the first time I crossed an ocean in a Boeing 737, when I was 28. That was a very exciting moment.

I also like to ski in the French Alps when I can find the time, but I don't do it as often as I would like. I like to be in the mountains and I'll go there with friends. I also like jogging, playing tennis and cycling.

## Curriculum vitae

Yvelin obtained his commercial pilot's licence aged 21. In 2006 he founded L'Avion, the first scheduled business class airline in Europe. Later he taught at the French National School of Civil Aviation and in 2013, he launched La Compagnie.

HARRY BORDEN FOR NEWSWEEK

## Sunday afternoon

I absolutely adore watching Formula 1 on TV, but I don't like watching football games too much. My girlfriend would tell me off if I didn't admit I'm a huge F1 fan.

I absolutely adore cars. My dream weekend would involve flying somewhere, perhaps Scotland, in a small aeroplane. I would land somewhere like a race track and then drive very fast on the Scottish roads. My favourite car to drive is a dark grey Aston Martin.

## Sunday evening

If I've been in Normandy, I'll drive back to Paris quite late to avoid the traffic. When I stay in the city, I like to go out, maybe to a quiet restaurant, or the park or museum. But I never go to sleep before midnight. As told to Felicity Capon

## NEWS WEEKS PAST / 17 JULY 1944

### The Russians break through

When future military experts want to define that much-used word "breakthrough", they will probably choose the current Russian offensive on the central front as an outstanding example. There the Red Army had achieved a breakthrough in the

fullest sense. It had smashed the defences – both in line and in depth – and crashed through to the enemy rear. The thousands encircled in the Nazi defence system died or surrendered. From Dvinsk to Vilna and Kovel, the survivors had no choice but to "fight their way back", as the



German communiqué put it, to the next line of resistance. And the speed of the Russian advance surpassed all previous records: 30 to 40 miles a day as compared with the 16 miles a day that the Germans averaged during the first month of their invasion of Russia.





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